

Alison – Stay at home mum

Alison

Age 36-45

Married

Housewife

Children

Communications Plan

Alison is 38 and married with two children, aged 6, and 3. As a housewife her career is temporarily on hold, whilst her husband works as an accountant.

Alison's life is busy – she does the school or playschool run, ferries the children to music or horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to get to an exercise class whilst her youngest is at playschool a few weekdays, and the family go swimming at the weekend. She is thinking of starting tennis with girlfriends in a few months, when playschool hours increase.

25% of people like Alison do sport for 30 minutes 3 times a week.

Key messages

Alison likes swimming, tennis, badminton, cycling, aerobics, horse-riding, pilates and dance exercise.

She is most likely to do sport in order to:

1. Take children
2. Lose weight
3. Keep fit
4. Just enjoy it

Decision-making style

She is a perfectionist, which means that she likes to research her purchases before making a decision, e.g. on the web. She's not a natural risk taker, and unless reassured or given evidence to show the sustainability of something new she will tend to stick with what she knows, and what's recommended by peers

The need for information is counter-balanced by the time-pressure in her life. She is therefore responsive to message that combine quickly digested but detailed information.

She relates most strongly to the following ideas:

- Family oriented
- Home
- Practical
- Solid
- Reliable
- Variety/ choice
- Time saver
- Personalised

Communications channels

Alison is quite focussed in her internet surfing, using the net to find specific information and offers. A relevant email offer from a company she already knows that links her to straight to a website will have appeal because of it's time-effectiveness.

She is unlikely to respond to direct mail.

She is most likely to use the phone for information.

She likes brands such as:

