

Brenda – Older working women

Communications Plan

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays Brenda looks after her grandchildren while her daughter works; often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with them in tow and the adventure play area being pricey, that doesn't happen often.

14% of people like Brenda do sport for 30 minutes 3 times a week.

Key messages

Brenda likes swimming, aerobics, body combat, step machine, dance exercise and keep fit.

She is most likely to do sport in order to:

1. Improve performance
2. Take part in competition
3. Just enjoy it
4. Meet with friends
5. Take children
6. Keep fit

Decision-making style

She is a perfectionist, which means that she wants information to be able to make purchasing decisions. She's also very adamant, so she thinks she already knows best and is less open to new ideas. If she does listen to others before making decisions it will be her family and close friends.

She relates most strongly to the following ideas:

- Hardworking
- Traditional
- Word of mouth
- Trustworthy
- Mass market
- Reliable
- Value for money
- Mass culture
- Jargon Free
- Everyday

Brenda

Age 46-55
Single/Married
Low skilled worker
May have children

She likes brands such as:



Communications channels

In order to get a response from Brenda use:

1. direct mail
2. magazine

Don't use:

1. internet
2. email

Brenda gets her information via:

1. local papers
2. national papers
3. face-to-face

She makes her purchases face-to-face

Other info

She is unlikely to respond to a newspaper advert

She is unlikely to have internet access