

## Chloe – Fitness Class Friend

### Communications Plan

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan – she likes to spend her income on clothes, nights out and holidays with friends.

28% of people like Chloe do sport for 30 minutes 3 times a week.

### Key messages

Chloe likes body pump, netball, swimming, pilates, dance exercise, rounders, trampolining and aqua aerobics.

She would be most likely to do more sport in order to:

1. Lose weight
2. Keep fit
3. Just enjoy it
4. Meet with friends
5. Take part in competition

### Decision-making style

She is very experiential, meaning that her over-riding motivation is for entertainment and experience, and she is also quite intuitive, meaning she prefers to act on instinct than logic.

Communications with Chloe should be entertaining, amuse her and she will tell all her friends. However don't underestimate her – if you patronise her she could turn against you.

She relates most strongly to the following ideas:

- Colourful
- Amusing
- Entertaining
- Interactive
- Image conscious
- Fun
- Sociable
- Stylish
- Innovative
- Young

**Chloe**

Age 18-25

Single

Graduate  
Professional

She likes brands such as:



### Communications channels

Chloe is hard to get a response from, but the best channels are:

1. internet or email
2. post

Don't use:

1. newspaper
2. magazines

She is most likely to respond via the internet (ie to get further information, make reservations)

Chloe gets her information via

1. text messages
2. interactive TV
3. internet

She tends to make her purchases by:

1. mobile
2. land-line
3. internet

### Other info

She won't respond positively to texts from companies unless they're cool and entertaining enough to share with her friends.