

## Helena - Career Focussed Females

### Communications Plan

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and now starting to enjoy the financial freedoms her salary affords her.

In the future Helena may buy a larger house, but at the moment she prefers more disposable income to enjoy designer clothes, meals out and holidays.

33% of people like Helena do sport for 30 minutes 3 times a week.

### Key messages

Helena likes cardio kick, snowboarding, track running, tai chi, dance exercise, body pump, horse riding and climbing.

She is most likely to do sport in order to:

1. Lose weight
2. Keep fit
3. Improve performance
4. Just enjoy it

### Decision-making style

She is very intuitive, which influences her decisions enormously, she is turned off by facts and figures, what she really wants is to instinctively feel that she is making a good choice. She is also quite experiential, meaning that she is looking for entertainment and life experiences.

She is heavily influenced by advice from friends and family and she relates most strongly to the following ideas:

- Intelligent
- Sophisticated
- Stylish
- Image-conscious
- Sociable
- Self improvement
- Success
- Exclusive
- Personalised
- Aspirational

**Helena**

Age 26-35

Single

Full time

Professional

She likes brands such as:



### Communications channels

In order to get a response from Helena use:

1. magazines
2. post
3. email/ internet

Don't use:

1. newspaper

She will probably respond via the internet (to get more information)

Helena gets her information via:

1. telephone
2. interactive TV
3. text message

She makes her purchases via her mobile

### Other info

Communications should be fun, emotive and give a call to action as she could well change her mind if she doesn't do something straight away.