

Ralph and Phyllis

Comfortable retired couples

Communications Plan

Ralph and Phyllis are in their late 60s and have been retired for some time now. Ralph was a successful banker, enabling them to retire early. They've downsized recently, now benefiting from Ralph's investment portfolio and comfortable private pension.



**Ralph
and
Phyllis**
Age 66+
Married
Retired

Both Ralph and Phyllis still feel there is much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis still likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the tiring grandchildren.

14% of people like Ralph and Phyllis do sport for 30 minutes 3 times a week.

Key messages

Ralph and Phyllis like bowls, snooker, golf, walking, skittles, fishing, table tennis and swimming.

They are 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

They are very inquiring in their decision style. This matches the fact that despite their age, a number own computers. They are also adamant and perfectionist meaning that they require information to make a rational decision but not advice. They're very certain of their own opinion once it is formed.

They relate most strongly to the following ideas:

- Prestigious
- Established
- Classic
- Informative
- Intellectual
- Friendly
- Trustworthy
- Community
- Personalised service
- Reliable

They like brands such as:



Communications channels

In order to get a response from Ralph and Phyllis use:

1. newspapers
2. magazines
3. post

Don't use:

1. internet
2. email

They will probably respond via post or phone

Ralph and Phyllis gets their information via

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

They prefer to make their purchases via:

1. post
2. face-to-face

Other info

Communications need to be informative, practical and need to respect their opinions.