

Roger and Joy - Early retirement couples

Roger and Joy

Age 56 - 65
Married
Retired or part
time

Communications Plan

Roger is 61 and Joy is 57. Last year Roger's accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Roger walks the dog to the paper-shop each morning, plus often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints. 19% of people like Roger and Joy do sport for 30 minutes 3 times a week.

Key messages

Roger and Joy like swimming, sailing, walking, golf, aqua aerobics, shooting, bowls and fishing.

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 adamant which is reflected in their cautious and circumspect adoption of new technology. They are also perfectionist which means they want the best possible solution, but also accepting which shows their need for expert opinion.

They relate most strongly to the following ideas:

- Conservative
- Balanced
- Established
- Informative
- Intellectual
- Practical
- Sensible
- Reliable
- Financially prudent
- Quality

They like brands such as:



Communications channels

In order to get a response from Roger and Joy use:

1. local papers
2. magazines

Don't use:

1. internet
2. email
3. post

They will probably respond via post or phone (to get more information)

Roger and Joy gets their information via

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

They prefer to make their purchases via:

1. post
2. land-line
3. face-to-face

Other info

Communications should be clear and to the point, give clear indications of the value of the product or offer but also reassure them. They like professional advice, so any expert opinion you can use to back up your message will be useful.