



Strategic Audiences

Defining Key Audiences for the Luxury Category

NBCUniversal

Luxury is not about the goods but rather who buys

Aspirational



*Infrequent luxury shoppers, saving their money to **buy a single luxury good**. Due to the rarity of purchase, it is often to **celebrate major lifetime event or milestone**.*

Playing the Part



*Playing the Part shoppers are **moderate** luxury shoppers. As purchases from the brand are infrequent, they are **selective in what they buy from particular luxury brand**.*

Selective Wealth



*Frequent shoppers who are living a luxury lifestyle yet **balancing their decisions with their income**. Purchases are **purposeful and selective** to categories they can afford, mostly fashion and alcohol.*

True Luxe

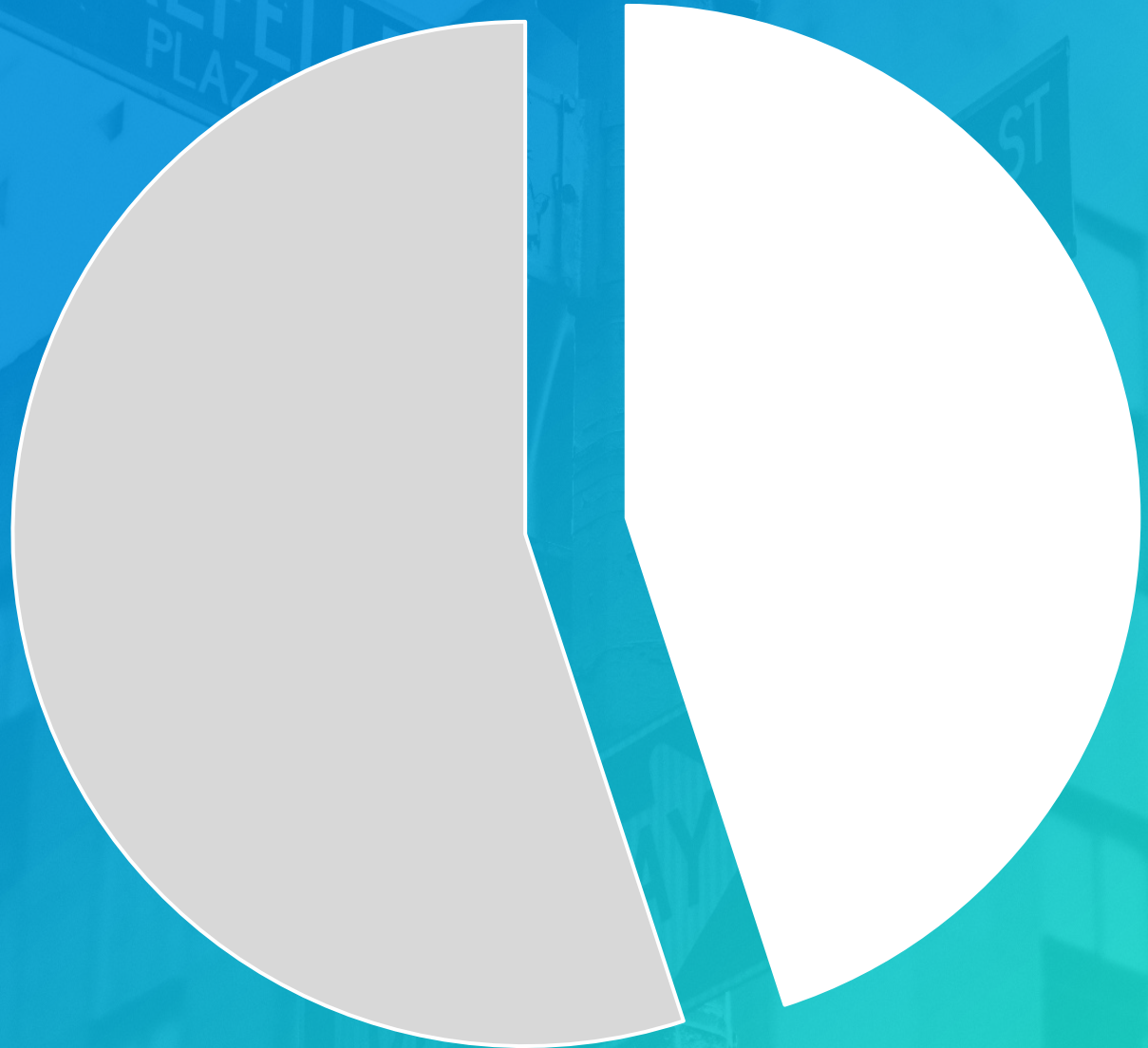


*The True Luxe are virtually **exclusive to the luxury category**. They have the **means to purchase luxury items at will** without concern for finances.*

Understanding who buys is the first step; defining why is the next

On the next few pages is an example audience deep dive for the True Luxe Audience

45% of luxury audiences prefer to stand out from others





True Luxe Profile

CONSUMER DEEP DIVE

NBCUniversal





**For the True Luxe Audience, luxury is not a
financial statement or a brand. It is an
uncompromising need to excel**

Who is the True Luxe Audience?

Bespoke. Custom. Unique. These are their passions.

They view the world they live in not as a life of luxury but simply living life. They favor brands that provide the service and standards they demand and can shape their world to conform to their expectations. They want to feel that the world is their playground, not a shopping mall. Tailored clothes, custom shoes and traveling far from the public eye, they embody the definition of luxury.



PASSION POINTS

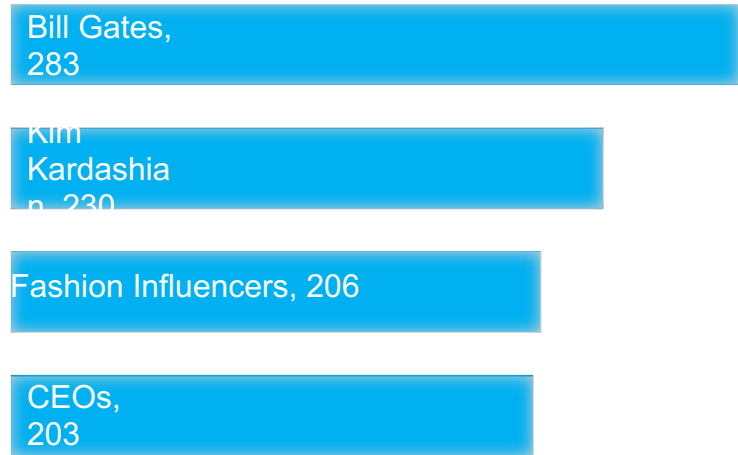
- True Luxe shoppers are rarely interested in watching other people succeed, preferring to spend that time being successful themselves
- Their interests lie in knowing more about the world around them, formulating opinions and ideas about the current state of affairs
- While headlines to most American families, macro economic trends directly impact the wealth and power of the True Luxe audience
- Social media is used as a tool to keep tabs on the most up-to-date information from celebrities and CEOs alike

True Luxe

Media Profile



KEY INFLUENCERS



MEDIA CONSUMPTION



KEY BRANDS



True Luxe Audience Profile

Tension:

While they have the most disposable income of any audience, they spend less on everyday items

Killer Insight:

It's not about brand or price, it is about service to provide them something they've never seen before

Supporting Evidence:

- Audiences with over \$500k in liquid assets spend an average of \$152 on dresses, roughly the same as the general public
- Their average watch costs less than \$150

Categories to target:



Apparel
FASHION



Home + Life
TRAVEL



Home + Life
FINANCE



Home + Life
AUTOMOTIVE



Accessories
WATCHES

Category Challenges:



Headwind
**LUXURY
FATIGUE**



Tailwind
GLOBALIZATION



Headwind
**BRAND + PRODUCT
DIFFUSION**