



## Connecting Retailers to Consumers

**Roy Morgan Research** and **Retail Oasis** have partnered to help retailers connect with consumers. This begins with using Helix to understand customer better and then formulation marketing, brand and communication strategies that will resonate with target markets. From these strategies brand, channel, promotional, store and online planning can be developed.

**Helix Personas** is a unique and powerful consumer segmentation and data integration tool. It uses a combination of Roy Morgan's sophisticated geo-psychographic and behavioural data and 3rd party data sources to classify the Australian population into 7 Communities and 56 Personas.

**Retail Oasis's** aim is to help retailers grow and sustain their business by getting better at understanding their consumers to make judgements that lead to better business outcomes.

Through consumer insights delivered by Helix Retail Oasis facilitates market and sales improvements for retailers through a deeper understanding of their consumers across all channel touch points.

### Marketing, Brand and Communication strategies

Market landscape analysis including:

- Category analysis, consumer segmentation & insight, competitive frameworks
- Opportunity Identification
- Future business & brand positioning
- Business strategies

**Current core consumer**

**Who Segments**


- Traditional family life
- Based in affluent, schooling fibre communities, with a strong secondary teacher group

**Demographic**

- Female bias (80%)
- Above average age 39 (vs 40)
- Above average household income \$67k (vs \$59k)
- High job & other household with a bias to career empty nesters
- There is an employment bias to mid level, semi professional white collar jobs
- There is relatively balanced socio-economic profile

**Attitudes**

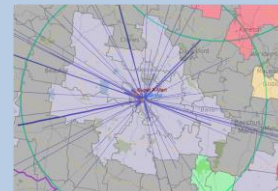
- Traditional family values & behaviours
- Brand loyal and value quality but concerned by discounts & deals
- Feels the world is changing too fast but is also optimistic about the future



### Brand, Channel, Promotional, Store and Online planning

We advise clients on the following:

- Brand Purpose
- Brand Idea
- Omni channel planning
- Loyalty strategy
- Store catchment analysis & planning



### How we work with you

We like to work in small teams, getting fully immersed in your business and working through a diligent process to reach solid and actionable outcomes.

**6 stores, 3 clusters**

<b>Store 1</b> 1km radius (15k) Big Futures 26%	<b>Store 2</b> 1km radius (10k) Average Aussie 41%	<b>Store 3</b> 1km radius (13k) Penny Wise 50%	<b>Store 4</b> 2km radius (16k) Mixing The Home 48%	<b>Store 5</b> 2km radius (29k) Urban Entrepreneurs 25% Rural Families 25% Family First 25%	<b>Store 6</b> 1km radius (16k) Savvy Self Starters 57%
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Strong on trend fashion stories critical for success

A mid market offer with on trend aspiration

Presents a strong value story

Presents a strong fashion with strong value story

Combine style & service with value

Fashion leadership across categories

**Key PTA driver summary by community segment**

**Metrotechs (43%)**

- Quality brands
- Fashion and style
- Eating out: diverse
- Social – out and about
- Outward looking and risk taking
- Successful and intellectual

**Leading Lifestyle (22%)**

- Quality brands
- Fashion and style
- Dining and entertaining
- Outward looking and risk taking
- Successful and intellectual
- Environmental responsibility

**Getting By (29%)**

- Bargain hunters, Home brands
- Seek fashion on a budget
- Multicultural & busy
- Home improvement
- Must justify on Need not Want
- Generally conservative values

**Implications summary by segment PTA**

<b>Big Futures (27.4%)</b>	<b>Budget Lifestyle (20%)</b>	<b>Leading Lifestyles (22%)</b>
<b>FASHION</b> High quality offering style as well as <b>fast fashion</b>	Brands and <b>fashion</b> , but value	Quality, style driven brands
<b>FOOD</b> A melting pot from <b>fast casual</b> to <b>linger longer</b> with every food trend represented	Fast casual options, <b>conservative, traditional fast</b>	Dining and food options from fast to slow casual. Organic, 'new', multicultural, easy healthy options
<b>LIFESTYLE</b> Appeal to tech savvy, intellectual, social risk takers	Tech savvy – home tech <b>expos</b> Theatre and art shows	Art, cultural and design events and displays

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