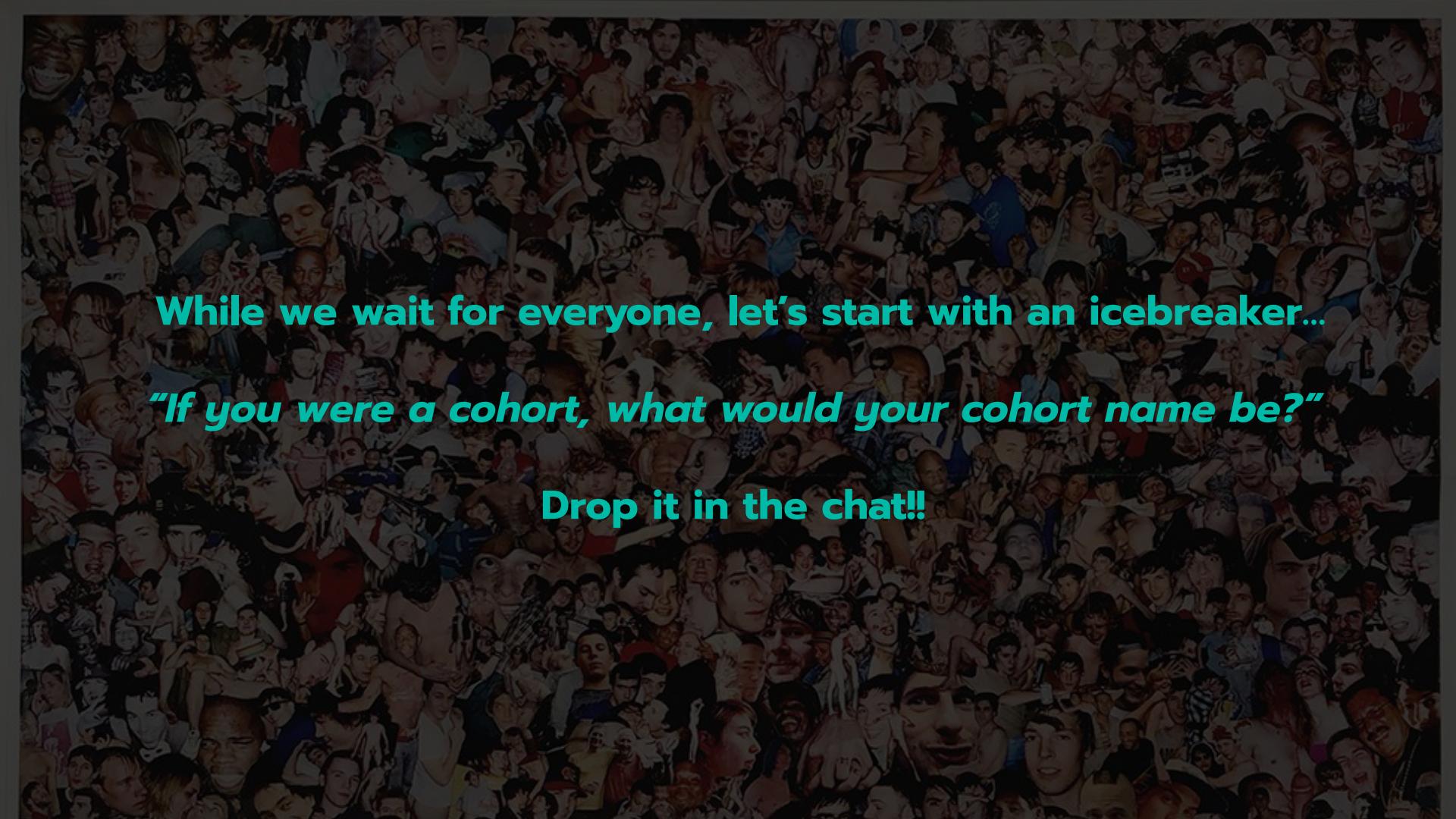


Cohorts 201

Residency

The background of the slide is a dense, colorful collage of many different people's faces, creating a sense of a large community or cohort.

While we wait for everyone, let's start with an icebreaker...

"If you were a cohort, what would your cohort name be?"

Drop it in the chat!!



WELCOME TO THE NERD ZONE, MY FRIEND

SETTING OUR INTENTIONS

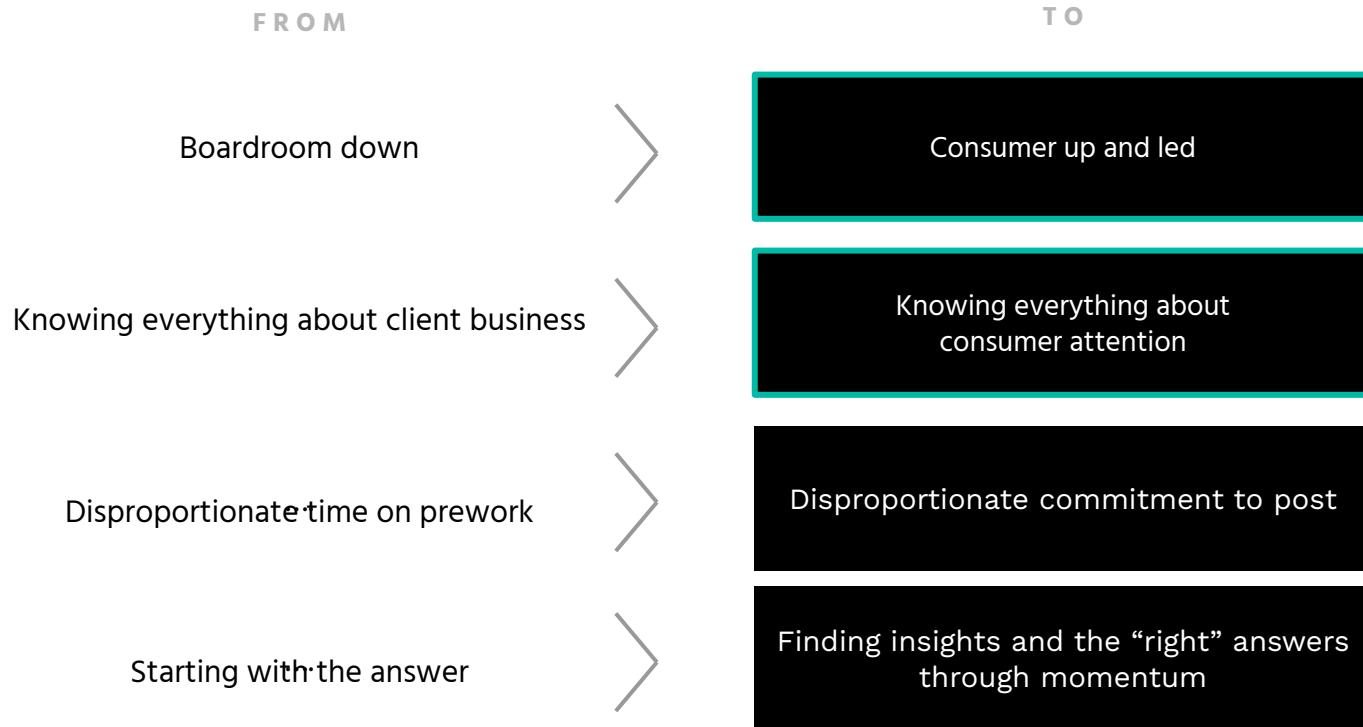
- 1. Cohorts Relevance to Strategy:** How cohorts fit into the strategy department's vision
- 2. Overview & Approach:** A reminder of what cohorts are, why they're important, and how we categorize them
- 3. How to Make Them:** An overview of process and rules, with examples of each in practice
- 4. Cohorts Exercise:** A discussion around the format of cohort one pagers and a team assignment to build them
- 5. Questions**

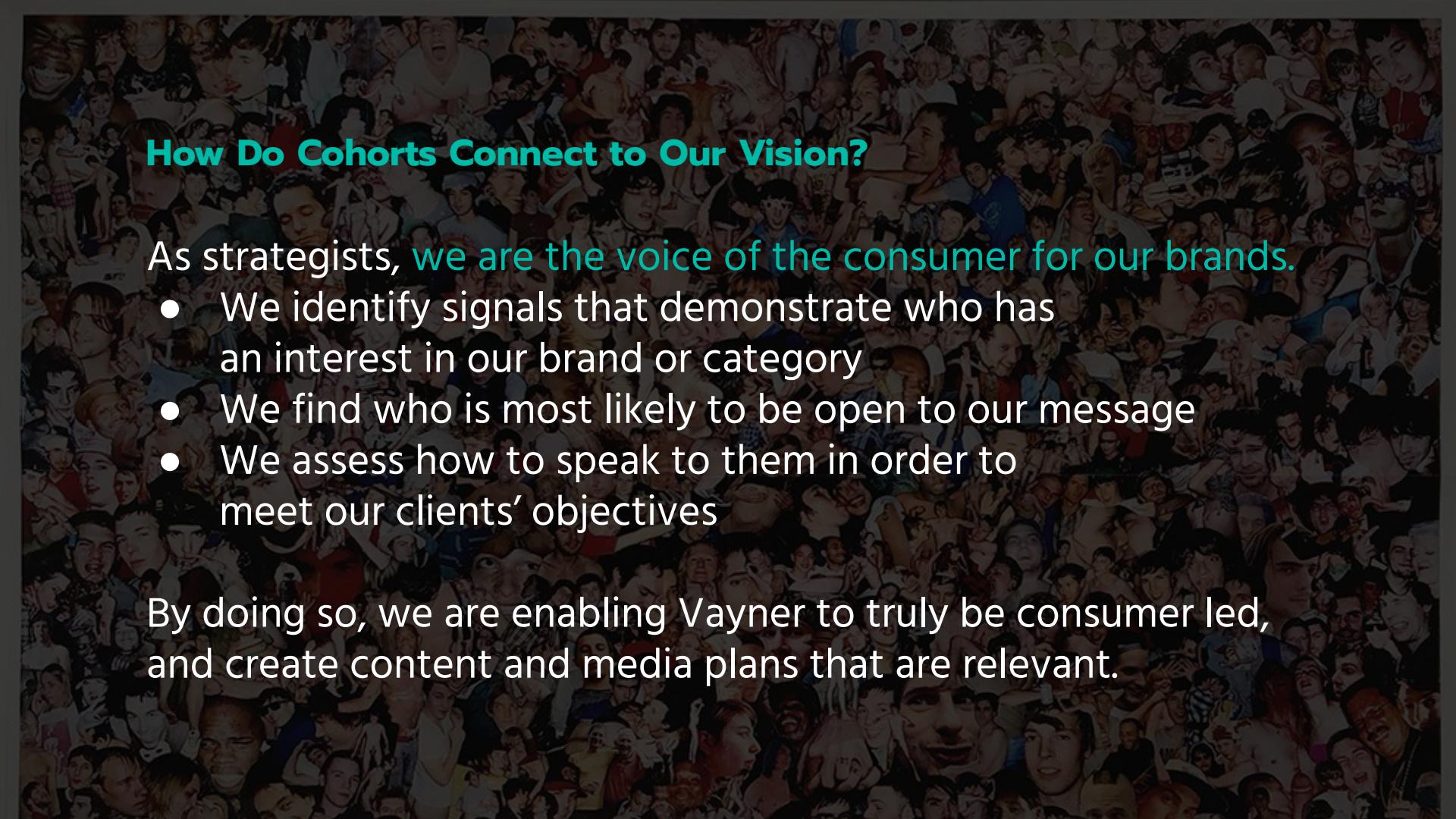
Cohorts & Strategy

THE STRATEGY DEPARTMENT'S VISION

The most consumer led, people obsessed strategic discipline committed to finding right and fueling momentum through active listening

KEY PRINCIPLES THAT MAKE OUR STRATEGY OFFERING DIFFERENT





How Do Cohorts Connect to Our Vision?

As strategists, we are the voice of the consumer for our brands.

- We identify signals that demonstrate who has an interest in our brand or category
- We find who is most likely to be open to our message
- We assess how to speak to them in order to meet our clients' objectives

By doing so, we are enabling Vayner to truly be consumer led, and create content and media plans that are relevant.

COHORTS

OVERVIEW & APPROACH

THE GAME HAS CHANGED

Creating an opportunity to evolve...



FROM

delivering one broad message to everyone



TO

creating contextual relevance at scale

AND IT'S NOT JUST ABOUT HAVING INTERESTING SEGMENTS

From Static Audience Profile...



...To Fluid Data-Driven Cohorts



WHAT IS A COHORT

OFFICIAL DEFINITION

WHAT ARE THEY:

An addressable group of current and potential customers that serve as inspiration for creative development and media targeting, and meant to maximize relevance.

THE VALUE THEY PROVIDE:

Rather than a single message served to a mass audience, we can tap into the unique need states of audience cohorts within existing and potential consumer targets. This allows for greater creative receptivity and media effectiveness.

Therefore, they help our marketing efforts by acting as both:



A launchpad for creative ideation (aka a brief)



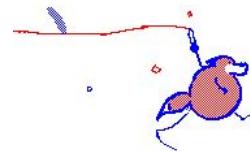
A way to hone in on the people who matter most (contextual placements & targeting)

SO COHORTS ARE IMPORTANT...



THE WHY

Why is this group relevant to the brand?
Why does it make sense to message them?
Is there an opportunity in talking to them?



THE HOW

How will knowing this cohort make content creation easier for creatives?
Is there a clear tension or need to address?

HOW TO NAME A COHORT

"Cohorts should sound like long tail search queries on Google"

- Gary Vaynerchuk

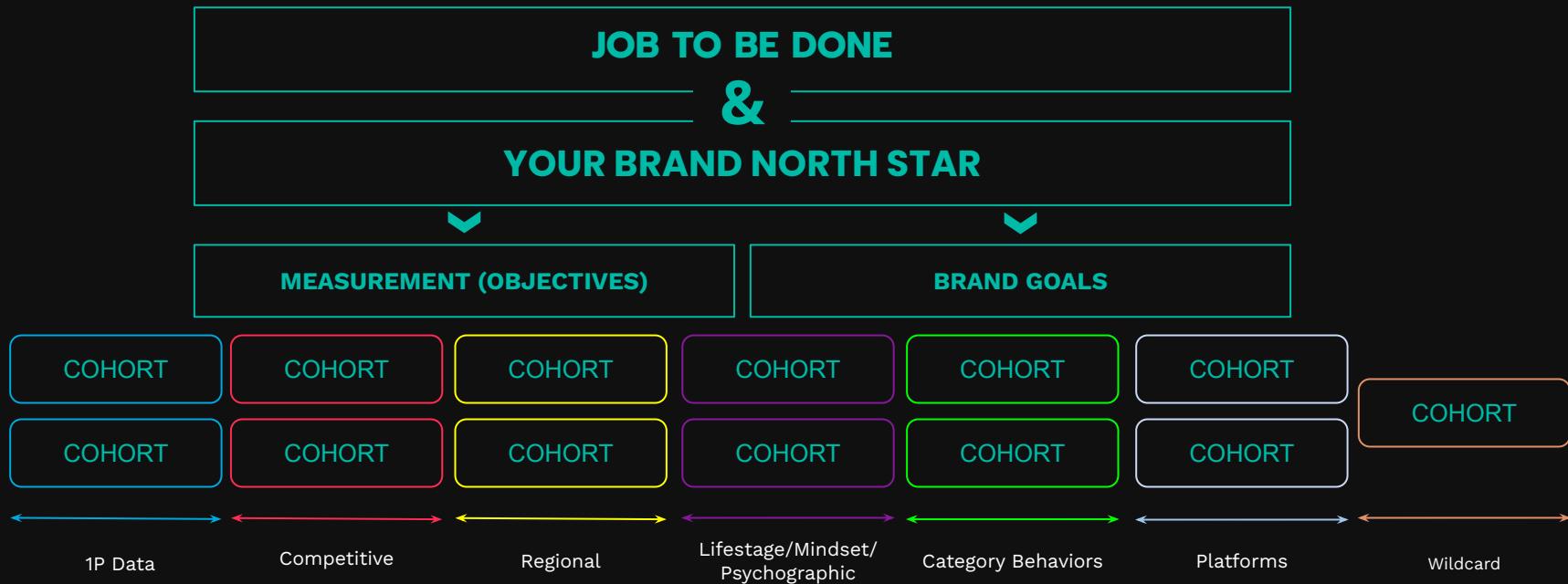


THEY EXIST WITHIN SEVEN PILLARS

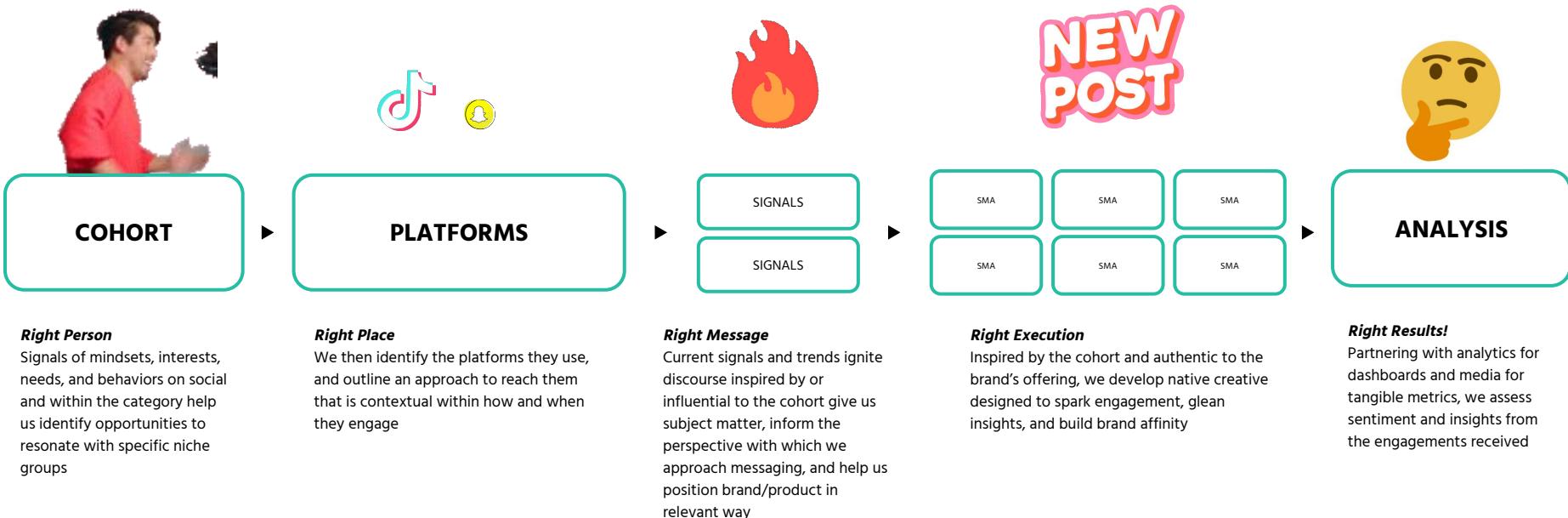
used to ensure cohorts are representative of all opportunities for the brand

1P Data	Competitive	Regional	Lifestage/Mindset/ Psychographics	Category Behaviors	Platforms	Wildcard
Purchase data	Competitor buyers	Geo-specific	Qualitative insights	Category signals	Use of platforms	Anything goes!
CRM	Competitor loyalists and advocates	Opportunity areas Expanding locations	Sentiment Unmet needs Preferences	Interests Habits / Routines Browsing / shopping	Favorite content formats or themes Where attention is	

COHORTS FIT WITHIN THE LEARNING AGENDA



COHORTS IN ACTION



COHORTS

HOW TO MAKE THEM

SIGNALS (AND AUDITS) ARE THE FOUNDATION



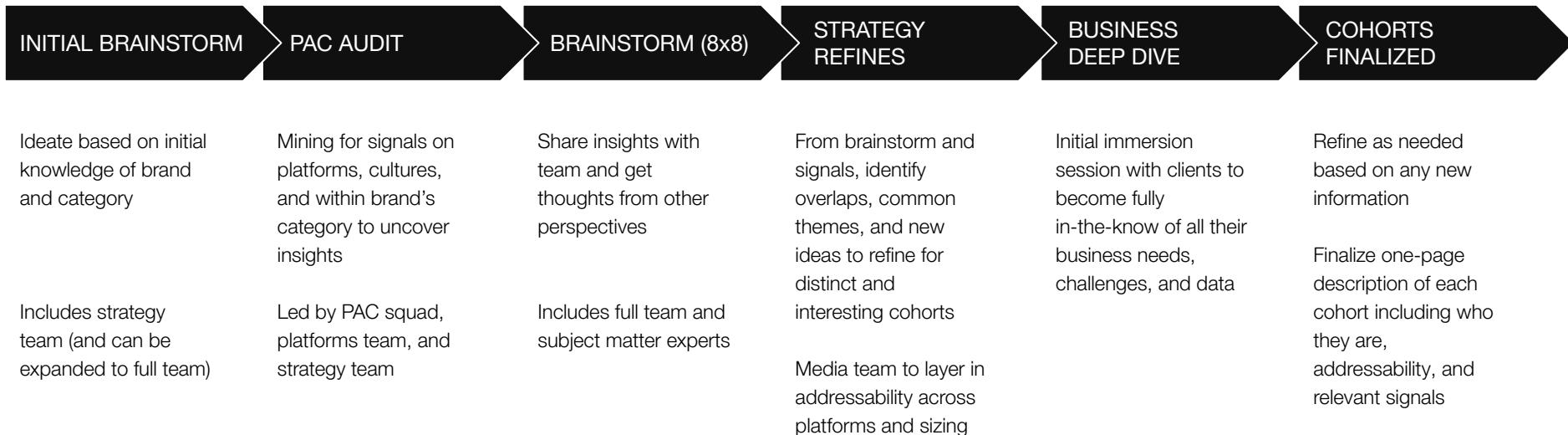
SIGNALS

Trends emerging from PAC audit
Insights exposed from social audits
Category behaviors & evolution from brand

COHORTS

Who is using platforms to find content?
Who is interested in those signals?
Who is paying attention? Who has a need?

AN INTEGRATED, COLLABORATIVE, ITERATIVE PROCESS



HARD RULES OF DESIGNING COHORTS:

- Feel personal, real, and pertinent
- Rooted in a human truth (a need / tension) that the brand can address
- Specific, rather than generic and broad... “**NO VANILLA**”*
 - **When we do include broader “vanilla” cohorts, limit in number (eg. 4 out of 21)*
- Telegraphic, clear names that don’t need to be deciphered or explained (**nothing cute!**)
- An immediate launchpad for creative and media ideas
- Inclusive of sizing and addressability
- A minimum of 13 total; aim for 21
- **Inclusive of all 7 pillars** (from 1P Data to Platform to Psychographics)
- Ever-evolving, as we listen and learn, and revamped as needed
- Never done in a silo, always in partnership with team counterparts
(media + strategy + creative + client partnerships + project management)

HARD RULES OF DESIGNING COHORTS:

(1) **Feel personal, real, and pertinent**

grounded in signals

nothing outlandish

a true, observable behavior or nuance



**20–35 Year Old
LA Moms Raising
Cowboys Fans**

WHY IT WORKS:

- Cowboys are the largest NFL franchise, so it makes sense why a non-local would be a fan
- Young mothers hold tremendous spending power

HARD RULES OF DESIGNING COHORTS:

(2) Rooted in a human truth (a need / tension) that the brand can address

easily understood,
yet not often
thought about

brand has credibility
or a reason to speak
to them



**20–35 Year Old
LA Moms Raising
Cowboys Fans**

WHY IT WORKS:

- Parents worry children might take on fandoms of friends or local celebs instead of family fandom, and have a hard time finding other similar fans
- Despite having 2 football teams of their own, both LA teams are fairly new, meaning many LA fans have inherited other team fandoms

HARD RULES OF DESIGNING COHORTS:

(3) Specific, rather than generic and broad... “NO VANILLA”*



no generational
labels or overused,
broad age ranges



nothing you'd see in a
traditional segmentation
or study



**20–35 Year Old
LA Moms Raising
Cowboys Fans**

WHY IT WORKS:

- Age range doesn't rely on generational name or the usual 18-34 range
- No trendy, overused label in the name

HARD RULES OF DESIGNING COHORTS:

(4) **Telegraphic, clear names that don't need to be deciphered or explained (nothing cute!)**



immediately
understandable



nothing complex
or full of jargon



forget the
rhymes or
alliteration



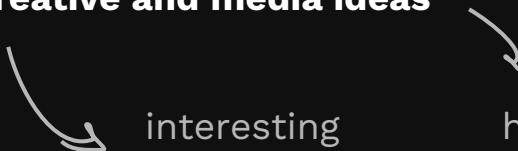
**20-35 Year Old
LA Moms Raising
Cowboys Fans**

WHY IT WORKS:

- Name has no rhymes, alliteration, or poetry
- Complete clarity on exactly who fits into this

HARD RULES OF DESIGNING COHORTS:

(5) An immediate launchpad for creative and media ideas



**20–35 Year Old
LA Moms Raising
Cowboys Fans**

WHY IT WORKS:

- Easy to universally understand the day-to-day experience and tensions
- Specifics can be targeted in platforms (geography, fandom, age range)

HARD RULES OF DESIGNING COHORTS:

(6) Inclusive of sizing and addressability

niche yet also substantial amount

one-pager clarifies how they're specifically targeted on platforms



**20-35 Year Old
LA Moms Raising
Cowboys Fans**

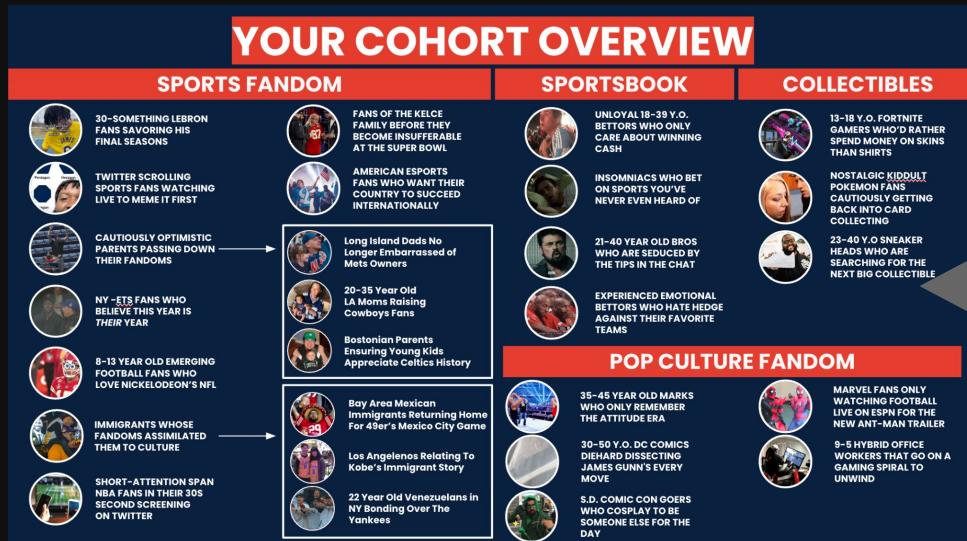
WHY IT WORKS:

- One-page descriptions should include how this name translates to platform targeting capability

HARD RULES OF DESIGNING COHORTS:

(7) Inclusive of sizing and addressability

(8) Inclusive of all 7 pillars (from 1P Data to Platform to Psychographics)



WHY IT WORKS:

- 27 cohorts as starting point at launch
- Variety of cohorts based in category, 1P data (purchasers), platform behaviors, and across business categories

HARD RULES OF DESIGNING COHORTS:

- Ever-evolving, as we listen and learn, and revamped as needed
 - new cohorts introduced when signals or insights emerge
 - tweaked when business needs change, category transitions, or learnings are analyzed
- Never done in a silo, always in partnership with team counterparts (media + strategy + creative + client partnerships + project management)
 - strategy is accountable for identifying signals and crafting cohort one-pagers
 - ideas and analysis can come from anyone on the team! brainstorm early and often

COHORTS

LET'S LEARN THRU EXAMPLES

within the seven pillars, of course

Seven Pillars of Cohorts

1P Data

Competitive

Regional

LifeStage/Mindset/
Psychographics

Category Behaviors

Platforms

Wildcard

Torn
Deleters,
Download,
Repeaters

Coffee Only
Purchasers,
currently not
buying
food...not
even a pastry

Sheetz
Runners

Lapsed Past
3 month
users



First-party data is **information many of our clients collect directly from their customers that informs their business**. Many of our clients will give us access to this data which can help inform business cohorts. Data around frequency, activity, location can be most useful.



SHEETZ RUNNER

WHO ARE THEY: These Sheetz Runners are creatures of habit and this shop is their go-to place. Visiting Sheetz is a daily part of their lives, as it adds balance to their structured lives, they consistently drop in with an agenda to accomplish. They may go alone, but they also love the idea of going with friends and family making Sheetz visits a ritual for bonding.

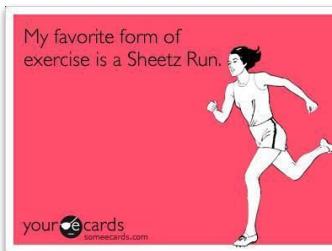
WHY BRAND: While they may visit Sheetz for the great variety of options, they're often making these runs to add fuel to their days and coffee will be the first stop on the journey to make this become a reality.

JOB TO BE DONE: Get Sheetz Runners to always consider coffee as a staple item to completing a successful shopping trip.

Demo	Targeting	Size
18-54	7-Eleven, Coffee lovers, Coffee Time, Wawa Inc., Healthy Habits, Custom, Sheetz, Speedway LLC, Personal care, Convenience food, Habit, On the Run (convenience store), Coffee culture, Convenience store, Loyalty or Starbucks, Location: Pennsylvania, West Virginia, Virginia Maryland, Ohio and North Carolina	8.9MM

CREATIVE INSPIRATION

BUSINESS COHORT



PLATFORM BEHAVIOR / TRENDING POSTS BEST PLACE EVER

What better way to start or end your day than at the best place ever? Sheetz diehards truly look to Sheetz as more than just a rest stop for convenience but a place of escape and pleasure.

COHORT IN THE WILD SHEETZ RIGHT OF PASSAGE

Whether you're new in town, passing through, or a long-time dweller, you'll have to stop at the talk of the town gas station, Sheetz, because if you don't, did you really pass through PA?

INSPIRING CULTURAL SIGNAL MY WORKOUT IS AT SHEETZ

Some equate a Sheetz run to an actual workout as this one-stop-shop gives them the chance to stand and peruse through multiple sections, and when they're all done, they can feel worn out, but this workout is better than a real one.



1P Data

Lapsed Shoppers

WHO ARE THEY

They've loved Express in the past but haven't been there recently. Even though they loved it in the past, it doesn't have the same draw to them as it once did.

WHY EXPRESS

These consumers used to love Express for their trend-forward options, but they've recently been questioning if the store is still for them. We need to reintroduce them to Express and all that it has to offer.

THE BARRIER WE ARE OVERCOMING

"Express is not cool"



venussystem

I worked at an Express and they try to market towards younger women n men but I only see women in their 50s or 60s shopping there trying to look hip

1-22 Reply

1
1



Max Power @epicjuicebox · Feb 21

I used to shop at @express when I was a young skinny man. Now I do not do that. I like to think I've grown wiser.



Kay Renee

@The_KayRenee

Listening to #drakes new album felt like I should be shopping at Express in the 2000s.....

12:05pm · 19 Jun 2022 · Twitter for iPhone

Their Wardrobe



Demo	Targeting	Size
M F, 25-34	1P Data: [Bluecore] 2022Q1PMReactivationAudience, [Bluecore] 2022Q2_FB_DG_DR_Non-Emailable-Strategic-Segment	1,300,000



Delete, Download, Repeat

Delete. Sigh. Regret. Redownload. The back and forth with Tinder is like a Toxic relationship. They were fed up with the gross profiles, ghosting, and lack of quality dates. However, after a few rocky attempts the old fashioned way, they miss the fun of swiping, flirting, and the convenience of online dating, so they come back. It's a classic dance and it'll happen again.

What Drives Them

- They enjoy Tinder as a part of their routine but they feel like one piece of magic is missing.
- Convenience and fun of matching on Tinder is why they keep coming back.
- Giving it another go because in person dating can be mentally draining.

In A Nutshell

- Tinder has become their toxic relationship. They just can't quit it.

Male & Female 18-24

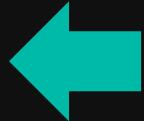
Competitive

Fancy Water Drinkers buying for the badge (Core, Essentia, Smart Water)

25-34 year olds getting an AmEx for the luxury jet-setter lifestyle

Pepsi lovers married into a Coke Family

Regretful Tempur Owners having sex on their sinking mattress



These are consumers that are already in the category. This is where we can immediately source volume from. Client data, competitive audits, reviews, etc. can help inform the most interesting competitive cohorts.



PEPSI LOVERS MARRYING INTO COKE FAMILIES

Who They Are:

You're either a Coke family or a Pepsi family. If you love Pepsi and marry into a Coke family, you'll have to bring your own product to family gatherings, weddings, and holidays.

Their Pepsi Challenge:

They try to stay loyal to their favorite soda, despite their new family telling them that Coke is better.



Wesley.eth
@DigitalDvnprt

We are a house divided. But it's because my wife likes #Coke while I have good taste and prefer #Pepsi.



Neil O'Donnell
@Neil_ODonnell

Replies to @KaraAlesandra

@KaraAlesandra My wife likes Coke. We actually had Pepsi and Coke on the wedding registry :)



The Master Ash
@TheMasterAsh

Just found out my husband likes Pepsi, maybe more than Coke. I don't even know who I married.



Jessica Miller she/her
@mrsjessicamill

Just learned my husband likes Pepsi. I feel like I just met a whole new person

Competitive



25-34 year olds getting an AmEx for the luxury jet-setter lifestyle

7.13MM

Who They Are

With years of steady income under their belt, big spenders have fallen deep into the allure of AmEx's metal card and promise of a maximized lifestyle.

What They're Looking For

Easy, convenient experience that minimizes upkeep and maximizes freedom to build the life you want, when and where you want it.

Visa's Opportunity

[A more extensive global network enables Visa to provide more accessible service globally.](#)



NOTHING COMPARES TO THE CONVENIENCE OF FINDING HELP FOR ANY ISSUE YOU HAVE IN ONE PLACE

Where competitors operate as separate payment networks and card issues, AmEx is positioned as a one-stop solution that makes it easier for consumers to reach the right person when issues arise.

Reply to cripton_max's comment

People that have actually travel outside the US, know that Amex is only useful in America. Other countries just don't care and most don't accept them.

Why doesn't anyone except my American Express when I travel

american express when i travel

Green Screen

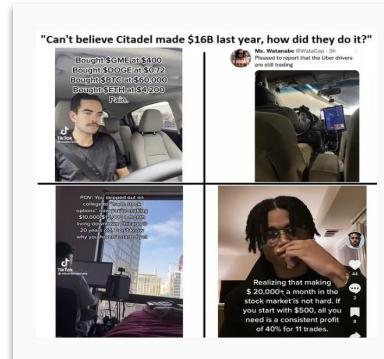
johnsfincantips · 2022-6-15

Why American Express isn't accepted #amex #travel #fintok #johnsfincantips

original sound - johnsfincantips

AMEX POINTS MAY GET YOU THERE, BUT A LIMITED PRESENCE LEAVES YOU HANGING WHEN YOU ARRIVE

While AmEx is praised for the value of its points when booking tickets, the payment network is not as widely accepted globally as a Visa, meaning that people would have to rely on other forms of payment when traveling.



The financially savvy are taking extra effort to share knowledge that many still don't have, while avoiding braggy, "finance bro" labeling derived from the behavior on Wall Street.

Regional



Regional cohorts are also a must!!! They help us tap into unique trends by geography and help us make choices to further drive relevance.





[SPORTS FAN]

IMMIGRANTS WHOSE FANDOMS ASSIMILATED THEM TO CULTURE

Who are they?

They weren't born in the United States and our sports may be foreign to their home countries but by embracing U.S. sport culture their fandom has made them feel more American

Why Fanatics?

Fanatics not only offers American sports gear they are the home for a ton international apparel that can appeal to the local and hometown fandoms of these immigrant fans

Way In

Telling the stories of immigrant fans embracing local sports teams and traditions and even becoming notable/famous super fans with their teams



Shohei Otani's feats draws more interest in baseball from Asian Americans



College Football Fandom helped journalist Jeong Park feel like he belonged.



Toronto's Diverse Immigrant Community Rallies Around The Raptors

MICROCOHORTS



Bay Area Mexican Immigrants Returning Home For the 49er's Mexico City Game



Los Angelenos Relating To Kobe's Immigrant Story



22 Year Old Venezuelans in NY Bonding Over The Yankees



COHORT

Devout Utah Parents Looking for Religion-Accommodating Alternatives

WHO THEY ARE:

They are Utah-based parents deeply ingrained in religious communities who are looking for public school and homeschooling alternatives that will allow them to add religious components to their children's education.

BRAND OPPORTUNITY:

Connections Academy allows for an education experience that allows parents to be involved and help guide their children's education.

CREATIVE INSPIRATION

Articles

Resolution advances on religious accommodations for youth athletic uniforms

UTAH DIVERTS MILLIONS FROM PUBLIC SCHOOLS, RESERVES FUNDS FOR PRIVATE, RELIGIOUS EDUCATION

Comments/ tweets / posts

Utah Republicans want tax payers to fund private/religious schools.

⌚ The Salt Lake Tribune 🌐 @strib · Feb 19, 2022

Despite objections that it would hobble Utah's public schools — already among the least funded in the country — state lawmakers have approved a bill that would allow students to take public school funding with them when they transfer to a private school.
trib.al/ue974DK



Replying to @foxonabox.

Makes me wonder...what percentage of private schools in Utah are religious?

Stats

54%
of Utahns
are very
religious

51%
of citizens
attend
church every
week

55%
of Adults in
Utah are
Mormon



COLUMBUS

OSU All-Nighter Hydrators

Overview: As they get ready for the end of the semester, students are seeking maximum hydration for late night study sessions and to get through their days with limited interaction and strict social distancing around campus.

Cultural Relevance: Unlike other schools, OSU has weathered through COVID-19 with limited impact. However, the 60,000+ student community at OSU is missing out on all the home games of their favorite football team (Buckeyes) as well as seeing their marching band perform. They often escape to nearby Target in small groups to catch up with friends.

Need for Premium Water: As the end of the semester draws near, many are trying to cram in all the hybrid learning they received and are looking for ways to stay hydrated and get through long nights.

Demo	Targeting	Size
18-65	Interests: Ohio State Buckeyes football, Ohio State Buckeyes, Ohio State Buckeyes baseball, Ohio State Buckeye Fans, Red Bull, Monster Energy, College football, College basketball, college sports, Ohio State University, Gatorade, 5-hour Energy, Hot dog, Five Guys, Rockstar (drink), ESPN, College GameDay, Tailgating, NCAA March Madness (CBS/Turner), Barstool Sports, Sports betting, Betting Sports, Fantasy Football, espn fantasy sports or SportsCenter ESPN	400K



Young college goers love making videos in the many mirrors around Target and given the close proximity to OSU campus often shoot school videos here too



The juice aisle at Target has been the backdrop of many 'gram shoots for the OSU crowd, one featuring LifeWTR too



MAKE YOUR BUCKEYE FAN CUTOUT TODAY!

Buckeyes is the OSU's football team with a diehard fan base who are 'showing up' at home games as 'cutouts'





18-28 y/o
#cleangirls
desiring the
cushy Soft Life
enabled
through
financial
security

"I See It I Want
It" Social
Shoppers

TikTok
Fact or Cap
Testers



Platform cohorts let us tap into behaviors and importantly trends that are of the moment and can drive relevance faster. They can also simply let us capitalize on the broader audience that lives on each platform.

Platforms



18-28 y/o #cleangirls desiring the cushy Soft Life enabled through financial security

F 1.14MM

Who They Are

Women that are seeking a more simplified way of life, void of any burdens, stress or responsibility.

What They Are Looking For

A way to build their personal wealth and manage their finances in a simple way, so they can live the easy, simple life of their dreams.

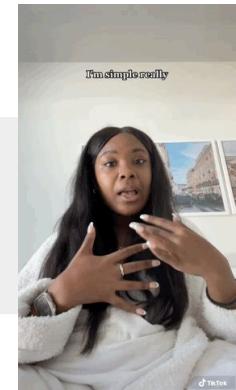
Visa's Opportunity

Show the ease of using Visa cards to manage their finances and access their ideal life – traveling internationally with no issues, reaching their budgeting goals and more.



SLOW TRAVEL BUILDS SPIRIT AND CONNECTION, MORE FULFILLING THAN JET-SETTING VACATIONS

Soft Lifers are leaning into slow travel – longer vacations where they have more time to see the sights off the beaten path, connect with the local culture, and really feel the energy of the place, as opposed to popping in and out like a simple sight-seer, taking advantage of the beauty of a space and then leaving without giving anything back.



COMFORTABILITY IS KEY IN ALL ASPECTS OF LIFE, INCLUDING YOUR WEALTH

While Soft Life practitioners typically aren't looking to #hustle and build a ton of wealth, they know they have to have a consistent income or stream of revenue so that they can live without stress and do whatever they want to do in any moment – the core tenant of living the Soft Life.



PRACTICALITY PLAYS A ROLE IN ALLOWING INTENTIONAL SOFTNESS TO FLOW THROUGHOUT YOUR LIFE

Soft Life practitioners know that in order to feel the most ease and comfort in their day to day lives, they need to be practical about their financial status and look towards the future to make it consistently better, so they gain more freedom and security..



Platform Behaviors

“I See It I Want It” Social Shoppers

WHO ARE THEY

Social media obsessed, these consumers are ready to click buy when they see their favorite influencer or a reputable average consumer sharing their favorite pieces that they just *need* to buy. Easily influenced, they're on the hunt across any and all brands for the next big, game-changing product to add to their wardrobe and show off, IRL and online.

WHY EXPRESS

Express has the cool new products that they're looking for, they just need to learn that the brand is a great option for them.

THE BARRIER WE ARE OVERCOMING

“Express is not cool”

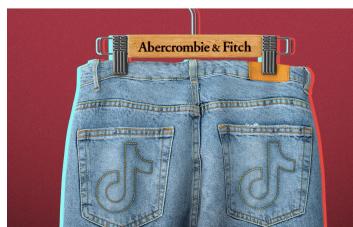
Demo	Targeting	Size
M F, 25-34	Interest and behaviors: Trendsetters, Internet memes, Viral Videos, Popular Culture, Pop Music, Funny Videos, Online Shopping	17,200,000 - 20,300,000

Being influenced by social media is a reality that people have come to accept and enjoy, not shying away from sharing what brought them to purchase certain items.



How Abercrombie & Fitch is using TikTok to reach former customers

Hint: It does not include bringing back the models at the door.



27 Fashion Brands That Are Viral on TikTok

Brands and specific products have gone viral and in some cases have brought new interest to brands and new audiences to them.

Their Wardrobe





AUDIENCE BUCKET:

PLATFORM-SPECIFIC

TikTok Fact or Cap Testers

WHO THEY ARE:

Their curiosity spans many interests and they're always looking to double-click on how stuff works, and the tech behind the tech, in order to determine what's actually real online.

THEIR UNDERLYING TENSION:

They've heard of Casper but they've not tested one out in-person so they question whether all the hype "too good to be true."

WHY CASPER:

Casper combines the technology and science to "engineer comfort" so they can put all their doubts and questions to test and see for themselves what a superior night's sleep feels like.

WHAT DOES 'FACT OR CAP' MEAN? THE PARTY SHIRT ACCOUNT IS TIKTOK'S 'MYTHBUSTERS'

"Fact Or Cap" Videos On TikTok

A lot of "fact or cap" videos come out of life hack TikTok — you know, that genre of video that shows something neat but fairly useless. TikTokers have taken turns both at trying out these at-home DIY projects to find out if they're fact or cap, and also poking fun at some of the "hacks" that are actually just simple science. Take, for instance, user @3fiortori's video below, where he teaches users that water is wet.

Fact or Cap? TikTok Health Trends with Dr. Raj Sindwani



Jordan Kaplan @JKap415

The Fact or Cap dudes are the best account on TikTok

3:04 AM · Feb 16, 2021 · Twitter for iPhone



TikTok

LifeStage / Mindset/ Psychographics



These cohorts allow us to tap into specific mindsets and life stages. They are most powerful when they feel personal, rooted in a human tension the brand can solve for, best when they feel human, provocative, telegraphic.



AUDIENCE BUCKET:

LIFESTYLES: Urban Singles

Urban Cassanovas Without Headboards

WHO THEY ARE:

Urban singles deep in the dating game and looking to court as many attractive new hook-ups back to their bedrooms as possible. They pride themselves on their immaculate image and carefully curated profiles that consistently commands a 'swipe right' from singles in their area.

THEIR UNDERLYING TENSION:

While they may look good on paper (job, interests, etc) they don't realize the extent to which their messy bedroom and dated spring mattress is actually letting down their suave, polished image and ultimately giving potential love interests the "ick."

WHY CASPER:

Casper can help Urban Cassanova's live up to their reputation with high quality bedding that will stand out among partners as a major "green flag."

AUDIENCE BUCKET:

LIFESTYLES: Urban Singles

Urban Cassanovas Without Headboards

Half of Single Men Only Wash This Every 4 Months, New Research Finds

SINGLE WOMEN SAID THEY WASH IT MORE OFTEN—BUT IS IT OFTEN ENOUGH?



CATEGORY

Year-Round Iced Coffee Drinkers in Cold Cities

WHO THEY ARE:

These are the people with a Starbucks reward card, local shops know them by order, and they have 50 mugs in the cabinet at home. Coffee is their life.

THEIR UNDERLYING TENSION:

They know that coffee can make your teeth yellow.

WHY ARC:

ARC is quick, easy, and can be taken on the go, so no more post-coffee yellow smiles.

Can't Give Up Coffee? How to Keep Your Teeth White



Abbi Crutchfield @curlycomedy

Some people have a sweet tooth. I have a coffee tooth. And by that I mean one of my teeth is yellow from where the coffee always hits it.



becas am in july
@warpspeedsleep

why are my teeth yellow? (no i will not give up coffee)



Nikki Leigh @NikkiLeighxo

Hey scientists! Hurry up and invent clear coffee so we can enjoy it without gross yellow teeth. BOOM! Your welcome #milliondollaridea



Key Markets: NYC, Milwaukee, Indianapolis



LatinX Girls in Sunbelt Getting Ready for their Quinceanera (15-16 and their parents)

WHO THEY ARE:

These teens are wanting everything about their quinceanera to be perfect - from the dress, the people, the music, to yes, even their teeth.

THEIR UNDERLYING TENSION:

They're at an age where every insecurity is amplified. So even though their teeth may be fine to any passer by, they see them as less than perfect.

WHY ARC:

Arc isn't a splurge, so they can get that pearly white smile for their photos that they so desperately want.

No one:
Literally no one:
Raini Rodriguez:



someone just asked me to be in their quinceñera court but said i had to learn a dance in 7 months and everything,,, this is a little too much pressure



PARENTS

Being a Mom isn't My Entire Personality

WHO ARE THEY

Gen Zers and Millennial cuspers are parents now too – and they have a unique approach to dressing themselves, raising their kids, and living their lives. With one foot in the Gen Z mindset and one foot in the Millennial mindset, this growing audience has pragmatism and insanely in-tune social media knowledge.

They are also superheroes in everyday clothes. Sometimes life can be rough – it's difficult to be the showrunner in all areas – but she always gets through. Worst case scenario, she does a little retail therapy to cope.

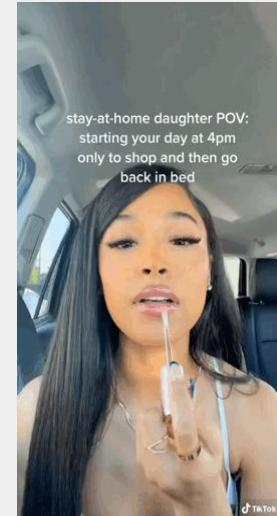
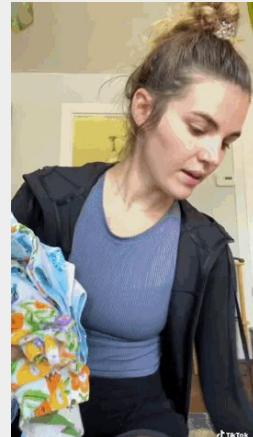
WHY EXPRESS

Express has all the newest styles and options but they are age appropriate and fit into Mom's needs.

THE BARRIER WE ARE OVERCOMING

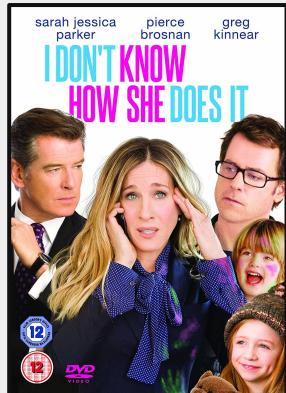
"Express is not for me"

Demo	Targeting	Size
F, 25-34	Demographic: Parents Interest: Fashion and style	2,800,000 - 3,300,000

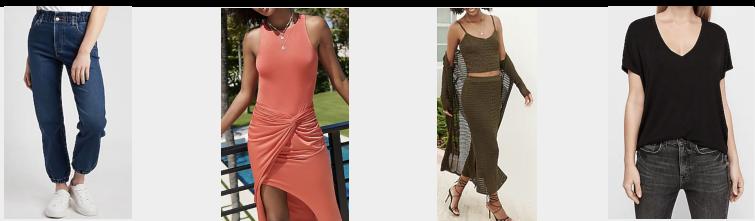


Maia Knight is one of the most popular mom-fluencers on TikTok, and she's a Gen Zer.

Depictions of the mom who has it all continues to flood mainstream media, as the topic of movies and books, and the main plotlines of many characters.



Her Wardrobe





Mid-20s wedding guests seeing their savings drain while RSVPing yes

F 17.6MM

Who They Are

Wedding guests willingly, yet hesitantly, charging their accounts in order to show up and celebrate during their loved ones' special days.

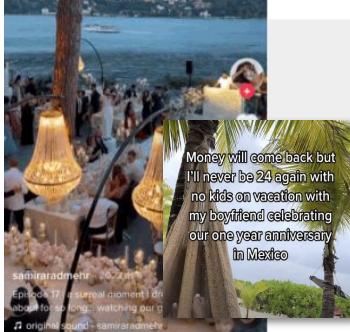
What They Are Looking For

A better handle on budgeting and opportunities to minimize the drain on their savings while they pay for wedding travel, hotels, experiences, gifts, etc.

Visa's Opportunity

Share expertise in budgetary management to help people navigate personal finances during moments of intense spending.

Destination abroad, close-knit weddings in vogue this marriage season



THE MONEY WILL *PROBABLY* COME BACK... #LIVEYOURLIFE AND HAVE THAT WEDDING YOU'VE DREAMED OF

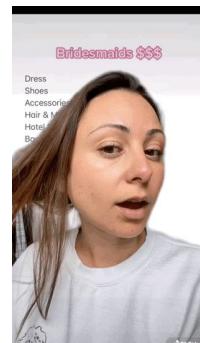
Young and risk-tolerant, people are comforted by the fact that they will earn more, so they're throwing weddings abroad with no spender's remorse to avoid regrets later on.

BRIDESMAIDS, LET'S TALK ABOUT THAT VIRAL TIKTOK TRANSPARENCY LETTER



RISING COST OF ATTENDANCE > TRANSPARENCY LETTERS

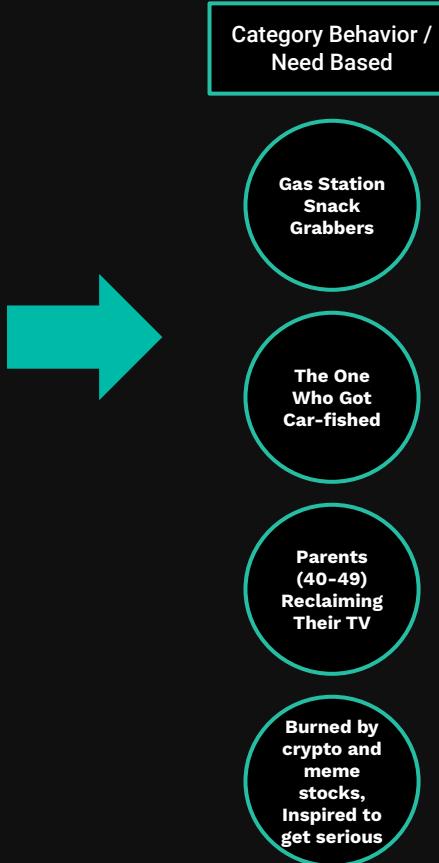
Often facing multiple wedding invitations in a short time frame, people are faced with the difficult task of managing rising costs; so brides have taken to creating transparency letters to guests and bridal parties to set up expectations up front.



LET'S SPLIT THE BILL

Brides – and their bridesmaids – are being more open about the abundant costs that come with being in the bridal party. Brides and MOHs alike are sharing their experiences – good and bad – of splitting and covering costs for other people who are stretched a little too thin, but who they want involved on the big day regardless.

Every category gives us the opportunity to tap into different (and fun) category behaviors and practices that can allow us to highlight the product / brand in relevant ways and create very specific content



The Assignment

Cohort Bio

Parents (40-49)
Reclaiming Their TV



Description: For the past few years they've had no choice but to take a back seat and let their kids dictate the TV watching. But now that their kids are older and "too cool to hang at home" the tables have turned. Mom & Dad are investing in the tech and reclaiming their TV Time.

It's their turn, they waited long enough.

Barrier: They haven't been able to take advantage of the innovative features of their TV since it was usually reserved for their kids.

Opportunity: Demonstrate how Samsung's OLED quality brings out the best in anything you are watching - from cartoons to movies and football.

Demo	Targeting	Size
A40-49	Parents with teenage children, tech interests, demo overlays, NFL, popular TV titles	18M

Signals

What is happening today that has their attention?

New TV and movie releases, Netflix binges, home entertainment features

When their kids are around cartoons replace football on the big screen. They are counting down until the time when they can flip screens.



addressgreen
We been practicing these since I was seven. Am I a father???

11 · Reply
Liked by creator

ryndecosta
Man really wanted to see the details of hogwarts

2022-12-14 · Reply

petavengers
Well, this proves it...our dad's are definitely brothers 😂😂 (this is Katherine)

2022-12-13 · Reply
Liked by creator

This dad bought an amazing 70-inch TV to watch the World Cup, but now he has to watch it on his phone because he has kids!

Jacob Sonder 2 days ago
This is pretty sad honestly.. it's like his wife put him in time out. Better believe in my house I'm watching the World Cup that only comes around every four years.. the kids can have the tablets.

CONSUMER BANK

Burned by crypto and meme stocks, Inspired to get serious

Tempted by the cultural hype of cryptocurrencies and meme stocks, they've now seen their savings and investments take a hit and want to return to trusted basics.

CONTEXT

The social media hype of making a quick buck on [meme stocks](#) (GameStop, AMC) and cryptocurrencies drew in a wider range of investors. After people questioned how sustainable their rise truly was, these investments have [crashed](#) down significantly.

NEED

An expert in classic banking who they trust will guide them back to basics. Feeling burned by hype, they're looking for trustworthy financial comfort.

TENSION

Balancing long term goals with short term financial temptations.

WHY CHASE

Chase banking products come with a long history of helping customers and easy access live in person or digital help and information. Digital banking tools will help them check often and keep their mind at ease.



MEDIA TARGET

TBD

Demo (2P): Interests: F

Audience Size: TBD



AUDIENCE BUCKET:

Help

Parents Weaning Picky Kids Off Chicken Nuggets, but Don't Want Their Healthful Efforts Wasted

WHO THEY ARE: Parents struggling to put balanced meals together because they're worried their kids won't eat them.

THEIR UNDERLYING TENSION: They need new approaches to enticing their kids to try new things. They want their kids to try new foods but don't want to spend time and money just for them to end up eating chicken nuggets again.

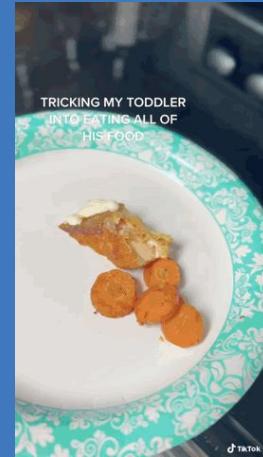
WHY WEGMANS: Wegmans has lots of healthy options and recipe ideas for parents to choose from and get creative with along with an emphasis on helping families be their best, healthy selves.



The Dad 
@thedad

The Five Stages of Dinner

- 1-optimism
- 2-denial
- 3-bargaining
- 4-chicken nuggets
- 5-dessert



Molly McNearney 
@mollymcnearney

Someday, God willing, I will attend my children's weddings, refuse to eat what they serve and demand butter noodles and nuggets.

2:12 PM · Jul 17, 2022 · Twitter for iPhone

730 Retweets 76 Quote Tweets 21.6K Likes

5 Tricks To Get Your Kid To Eat Something Other Than Chicken Nuggets



kenny  @kendelfaley · Jan 23, 2019

why do all **toddlers** go through a **picky** eating stage. like no you can't live off of blackberries and **chicken nuggets** kid.



3



6



Tina Slayer @tinaslalyy · Aug 4, 2020

Why do I even bother cooking for this **picky toddler** when she'll only eat **chicken nuggets**? 😢 yes, I'm offended AF lmao



1



2





The One Who Got Carfished

In the past, got catfished into believing they were buying the car of their dreams, when really got a dud. Hesitant about making another used car purchases, especially hesitant online. Will inspect prospective cars ruthlessly.

DEMO/LIFESTAGE

Older Gen Z/Millennials
Ages 24-35

Newer car buyers, mid-level in
their career, single

COHORT SIZE

Estimated Potential Reach National
=55.4M

MEDIA TARGETING

Interests: AutoTrader.com, Blind
Dating, Bumble, CarMax, Craigslist,
Hinge, Instagram, Online
marketplace, Online shopping
rewards, Twitter, Used car

WHAT'S FUN & EXCITING TO THEM?

They're super social by nature and always out and about. They love looking for a deal, whether designer brands at vintage stores or a sale on Asos. They love a fit that looks more expensive than it is. Glued to their phones, social media is a big part of their lives. They're single and active on the apps, and love going out with friends for drinks and dancing.

- **Online shopping, deal-hunting**
- **Posting on social media**
- **Going out dancing**
- **Dating Apps**

What Makes Them A Happy Owner?

They need assurances that the car is in tip-top shape. Their car turns heads, but is affordable.

RTB:

Superior Standards and
190-point inspection
7-Day Money Back Guarantee
No-Pressure Test Drives
Protection Packages

ADD-ONS OF INTEREST Extended Service Contract

CARHORTS



HYPOTHESES

Quality speaks volumes: If we talk to this group about measures we take to ensure quality, we'll assure them.

190-inspection: They're on high-alert for any flags, especially mechanical.

Real people, no commision: These skeptics will be relieved to engage with a human who genuinely wants what's best for them.

Showing you what we're doing as we're doing it: Give the transparency these skeptics search for in their buying process.

I need a guarantee: Show our 7-day Money Back Guarantee

Don't get carfished: We can acknowledge that sometimes people get sold lemons, but not here.

Start & stay positive: Usually people's level of excitement around their car purchase declines the longer they're at the dealership. At EchoPark, start excited and stay positive.

Tinder nightmares, but for cars: In some ways buying a car is like dating— lots of heartache to find that keeper. We can play into the heartache phase by drawing parallels between Tinder nightmares and #carfails.

Wildcard

Unexpected
adjacencies

Surprising
Com-horts

???

AUDIENCE BUCKET:

WILDCARD

First-Gen Entrepreneurs

OVERVIEW

These 1st gen Americans are ambitious entrepreneurs seeking to make their mark. They're part of the fastest growing small business demographics in the US; made up of a large number of Americans from diverse and/or immigrant backgrounds who have had to hustle to overcome obstacles.

NEED

As Entrepreneurs, they'll appreciate quality, creativity and ingenuity that Casper embodies. They're under immense pressure; working around the clock to make their dream business a reality and probably can't remember the last time they had a good night sleep.

TENSION

They're so focused on their work they don't realize that not getting enough quality sleep could be holding them back from reaching their full potential.

ESTIMATED ADDRESSABLE AUDIENCE SIZE: 35M

MEDIA TARGET (when applicable)

20-40 Demographic, Interests like Business Insider, income +\$50K

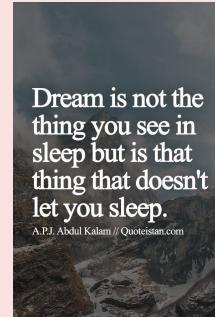
SIGNALS



My parents never graduated high school, but last month I received my Ph.D. as an organic chemist

Ramon Garibaldo Valdez @GaribaldoValdez · Nov 25
Being a first-gen academic leads to awful work rhythm. Sure, your body tells you to slow down. But you look at your family members and friends: toiling many hours a day in physical jobs. Feeling tired after reading or typing feels like a whim, a luxury you don't deserve.

49 687 4.4K



YCombinator launches a 'Tinder for entrepreneurs' to match startup co-founders

Famed accelerator hopes to make it easier for founders to find each other.

Entrepreneurship is hotter than ever, according to Shopify and Tinder



Bakers by Craft

Bakers Who Know The Easy Way Out Is The Smart Way In

WHO ARE THEY?

People who want to be creative in the kitchen and try out new recipes, but lack the advanced culinary skills (or the time) to follow an intricate recipe. They are less concerned with the perfection of how a recipe will turn out and are more interested in discovering and experimenting with hacks to get them there.

WHAT EXCITES THEM?

Simple recipes that are easy to follow and are a guaranteed crowd pleaser.

WHY OREO?

Using OREO as an ingredient in recipes is the perfect shortcut - since it already has multiple textures and flavors combined into one product (loved by all).

KEY HASHTAGS

- #3ingredientrecipes (384.3M views)
- #oreocakenobake (1.5M views)
- #nobakerecipe (61.6M views)
- #airfryerrecipes (2.1B views)
- #oreomugcakerecipe (7.6M views)
- #desserttiktok (2.2B views)

Signals



kimberly11778

I never thought fudge was this easy to make! THANKS
2022-11-12 Reply
18



plg91

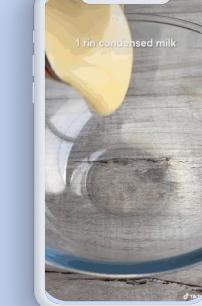
Thank you for making something easy that I can't burn 😊😊
2022-11-4 Reply
147
Liked by creator



tstdsts40

My exact recipe, I do one with mini marshmallows too. People rave about it and act like I'm the best baker 😂😂
2022-11-21 Reply
89
Liked by creator

3 INGREDIENT RECIPES



[3 Ingredient Oreo Cake,](#)
[3 Ingredient Oreo Fudge](#)

NO BAKE RECIPES



[No Bake Oreo Blizzard,](#)
[No Bake Oreo Mousse Cups.](#)

OREO HACKS



[Mug Cake, OREO Sleeve Hacks](#)

AIRFRYER RECIPES



[Airfryer OREO Cake, Airfryer OREOS](#)

Before you optimize your Cohort set, check yourself



Always maintain a range of cohorts

There should always be a mix of cohort types so we're addressing different brand needs/goals, even if 1-2 cohorts consistently perform better than others.



Test creative against multiple cohorts

While many CCs are inspired by the cohort, that doesn't mean all CCs must be cohort specific. CCs can be served to many cohorts to try to find success and further relevance.



Make sure you've tested the cohort

Before you ditch or optimize a low performing cohort, have you actually addressed the cohort in the creative? Have you tested multiple CCs inspired by them?



Make sure it's not just creative

Before you ditch or optimize a low performing cohort, make sure it's not just the message or creative. Have you tested multiple signals, messages, and creative ways in against the cohort?



Pace it out and evolve!

At key points in the year, consider deep qualitative retrospectives to understand why cohorts did/did not perform as expected, and why some cohorts outperform others.

COHORTS HOW WE BUILD

OUR SUITE OF TOOLS

AUDIENCE INTELLIGENCE



Audience profiling tool to create custom proxy audiences to mirror our target consumer

MEDIA PLANNING



Help to identify/select optimal media platforms, R/F, etc

SOCIAL LISTENING



How users behave on Social Media (who, what, how)

SYNDICATED REPORTS + SIGNALS



Overview of a category, relevant trends and case studies

PLATFORM PARTNERS



Insights tool to understand users in the platforms

COMPETITIVE INTELLIGENCE



Tracks competitive activity across media

YOUR TOOL CHEAT SHEET AT A GLANCE

Tool	Type	Best Used For	Resource Materials
CANVAS8	Syndicated Reports	Cultural trends and signals	
MINTEL	Syndicated Reports	Category trends and reports	
MRI SIMMONS	Audience Intelligence	US-only interests and media behaviors of an audience	How to read crosstab <u>here</u>
 globalwebindex	Audience Intelligence	Global interests and digital behaviors of an audience	Help section of site <u>here</u>
 helixa	Audience Intelligence	Bridging social activity with MRI profiling data	Taxonomy <u>here</u>
 Brandwatch	Social Listening	Understanding conversation around topic/brand	Onboarding videos <u>here</u> & <u>here</u>
 MAVRCK	Social Listening / Influencer	Understanding followers of specific author	
	Platform Partners	Complement to MRI/ GWI data based on active platform behavior	

COHORTS

EXERCISE

Scott Ask:

OBJECTIVE

DRIVE HOUSEHOLD PENETRATION FOR SCOTT 1000 WITH SAVVY SCRIMPERS AGED 45+

BRAND PURPOSE

SCOTT. NO FLUFF.

OUR ASK

3 Cohorts as Part of Resident Teams; Due Monday August 12th, 2024

The Savvy Scrimper is someone who loves the thrill of getting the best value products at the best price.

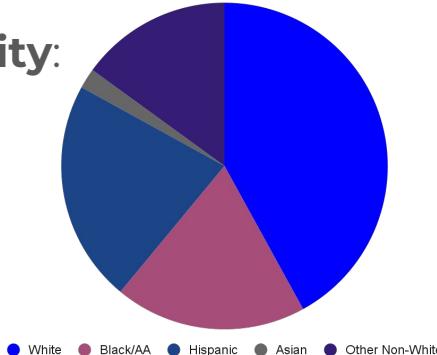
Savvy Scrimper

Median HHI: \$33K

Employment Status: 29% Full Time

Age: 45+

Race/Ethnicity:



I need the longest lasting TP that simply works so I don't waste money.

Scotts Product RTBs



CONSISTENTLY 1000

1000 Sheets in Every Roll

America's Longest Lasting Roll

Trusted by families since 1913

Scott
1000
+

VALUE

Lasts 2x Longer

#1 Value Brand

Costs 70% Less

"Get More with Scott"



NO CLOGS

Dissolves 10x Faster to Prevent Clogs

Septic Safe

Priority Value Claims: Scott 1000

4X MORE SHEETS	LASTS 4X LONGER	VALUE BRAND	1 ROLL = 1 WEEK	#1 LONG LASTING BRAND	LASTS LONGER
4x more sheets Change rolls less often* vs leading brand mega roll	Lasts 4x Longer *vs leading brand regular roll	#1 Value Brand 50% Better Value * based on average usage rates and average retail prices at grocery, drug, dollar & mass outlets for 12 month period ending 1/27/2024 * vs. Angel Soft, based on average usage rates and average retail prices at grocery, drug, dollar & mass outlets for 12 month period ending 1/27/2024	1 roll = 1 week* (4 rolls = 4 weeks...) *based on avg. household size and usage of Scott 1000 users	America's #1 Long Lasting Brand *Amongst National Brands	Lasts Longer, Dissolves Faster* *vs Charmin Mega Roll (244 sheets) *vs leading brand mega roll

Priority Value Claims: Scott 1000

[Approved Claims List](#)

America's
#1 Toilet
Paper

*based on sheets
sold



COHORT

[Insert Cohort Name Here]

CREATIVE INSPIRATION

Cultural Signals That Pertain to this Cohort and Provide Further Dimension

WHO THEY ARE:

Description of cohort

WHY THEY WOULD CARE:

Description of why this cohort makes sense for the brand

MEDIA TARGETING

RESIDENT TEAMS!

All residents across departments will be assigned to small groups of teams at the beginning of the curriculum along with dedicated "buddies" from each department - media, strategy, creative - to facilitate general onboarding. Later on in the program, each team will work together on a multi-week project with a presentation deliverable in the final week. Get to know each other!

Team 1 (LDN/NYC)	Team 2 (NYC)	Team 3 (NYC)	Team 4 (NYC)	Team 5 (NY/TOR)	Team 6 (LA/NYC)
Ali Kamel (LDN) Rivaldo Seca (LDN) Akash Das (LDN) Ishaan Billal (LDN) Cameron Manuli (NYC) Julia Raju (NYC) Anye Lam (NYC) Joon Cho (NYC) Tasneem Khan (LDN) Patrycja Bitner (LDN) Pierre Roederer (NYC) Taha Elbaruni (LDN) Rohit Nijer (LDN) Anthony Osei (LDN)	Natalie Diktas Sophia Marston Emi Thai Rafael Perez Terry Chen Orlando Velez Keith Wong Alex Yu Jeritzel Reynoso Kelley Mooney Andrew Cohorsky	Emily Lam Devin Obi Oliver Krzywonos Sadia Chowdhury Emma Rafferty Ryan Cheemanall Jasmine Mason Jordan Apfel Holly Ungvary	Toby Goldston Naraly Ortega Brandon Huang Lina Khalifa Julia Fruet Aidan Ward Justin Eng Chloe Schneider Olivia Hannigan Jenna Ginsberg	Sundus Bajwah (TOR) Joshua Chiguchon (TOR) Mohanad Fadhl (TOR) Josefina Wong (TOR) Emily Yu (NYC) Arianna Asselta (NYC) Joanne Yao (NYC) Brendan Younker-Tsaltas (TOR) Teresa Li (TOR) Ashley Jarmen (NYC) Kyle Hudgins (NYC) Geethika Bathini (NYC) Angela Dahrous (NYC) Adrienne Malcolm (NYC)	Kevin Tong (LA) Khalia Kincey (LA) Scott Fellows (LA) Zoe Walschots (LA) Anais Vezian (LA) Amber Lyons (LA) Alissa Chow (LA) Alejandra Herrera (LA) Marina Soares (LA) Nicole Hon (NYC) Clara Guthrie (NYC) Shania Payano (NYC) Joel Almand (NYC)

*Media, PCS, PM

RESIDENT TEAM BUDDIES!

Residents across media, strategy, and project management departments will be assigned to small teams at the beginning of the curriculum along with dedicated “buddies” from each department to facilitate general onboarding and questions outside of your account. Later on, each team will work together on a multi-week project with a presentation deliverable. Get to know each other!

Team 1 (LDN/NYC)	Team 2 (NYC)	Team 3 (NYC)	Team 4 (NYC)	Team 5 (NYC/TOR)	Team 6 (LA/NYC)
Strategy: Kendle Bramble (NY)	Strategy: Lexie Corcoran (NY)	Strategy: Caitlin Noppenberger (NY)	Strategy: Alexa Vogel (NY)	Strategy: Keri Shi (NY)	Strategy: Davis Nixon (LA)
Media: Jake Wallington (LDN) Evan Kreutzberg (NY)	Media: Jessie Holder (NY) Sarah Carr (NY)	Media: Angelina Yang (NY) Ty Herrenbruck (NYC)	Media: Kathryn Whitehead (NY) Jonathan Rivas (NY)	Media: Andrew Ziplow (NY) Ramy Ibrahim (NY)	Media: Corey Burkhardt (LA) Nate Field (LA/NY) Channing Wilkinson (LA)
PM: Shontal Hogan (NY)	PM: Tory Guardino (NY)	PM: Imani Mika (NY)	PM: Julia Raftery (NY)	PM: Gaby Carrasquillo (NY)	PM: Becky Nguyen (LA)

THANK YOU