

RJM TAXONOMY NAVIGATOR

Identity-First Cultural Audience Intelligence
December 8, 2025

I. INTRODUCTION

Real Juice Media (RJM) is an identity-first cultural audience intelligence company.

RJM builds, organizes, and activates audience segments that reflect how people actually live — through identity, culture, motivation, and context — and delivers them across modern media pipes including CTV, programmatic, social, retail media, and curation environments.

RJM's product system includes:

- 500+ total segments
- RJM Personas (200+)
- Local Culture segments (125)
- Generational insight segments (32)
- Multicultural Expressions (30)
- Ad Category Segments (14)

This Navigator provides a structured overview of RJM's taxonomy, segmentation system, and activation footprint.

II. SYSTEM OVERVIEW

RJM products operate inside a consistent strategic chain:

Identity → Culture → Meaning → Category → Audience Models → Media Activation

This chain underpins Persona Programs, curation, planning, and downstream execution.

A. Identity & Cultural Layer

Audience architecture spanning Personas, Local Culture, Generations, and Multicultural Expressions.

B. Activation Layer

Audience delivery across CTV, programmatic environments, social platforms, and retail media networks.

III. PRODUCT LINES

Below is the full taxonomy summary of RJM's segmentation library.

A. RJM Personas (200+)

Identity-first consumer profiles built from:

1. Mindsets
2. Passions
3. Lifestyles
4. Behaviors
5. Motivations
6. Category interpretation
7. Cultural context

Each persona includes:

- Identity framing
- Motivational cues
- Behavioral tendencies
- Category psychology
- Creative tone indicators
- Platform & channel posture

RJM Personas form the backbone of the entire system.

Persona Examples:

Beach Bum

Chill, sun-soaked, and community-driven, this persona is powered by vibes and leisure. Their time is best spent by the water — in spirit or in practice.

Persona Insights

- 34% who describe beach life as a core personal value are “Beach Bum”
- 29% who purchase beachwear, outdoor gear, or coastal-lifestyle accessories are “Beach Bum”

Demos

- Core: A18–44
- Secondary: W18–34, M25–49

Category Alignment

Travel & Hospitality, Retail & E-Commerce, Culinary & Dining, Alcohol & Spirits

Holiday Table

Gatherers who express love through food — welcoming, nostalgic, and grounded in seasonal tradition.

Persona Insights

- 41% who host family or friend dinners during holidays are “Holiday Table.”
- 26% who define celebration through shared meals are “Holiday Table.”

Demos

- Core: Adults 25–54
- Secondary: Adults 18+

Category Alignment

QSR • Culinary & Dining • Retail & E-Commerce • CPG • Travel & Hospitality

B. RJM Generations (32)

Identity-first generational models for:

- Gen Z
- Millennials
- Gen X
- Boomers

Each captures:

- Shared motivations
- Cultural shifts
- Digital behaviors
- Consumption styles
- Category interpretation

These models appear in every Persona Program as structural anchors.

Generational Example:

Gen Z-Main Character Energy

Curated for a generation that embodies life as the star of their own story — everyday moments framed as performance, style, and shareable identity.

Key Identifiers

- Performative confidence, life lived as a “scene”
- Self as brand through fashion, aesthetics, and presence
- Virality mindset — living as though the camera is always on

Persona Insights

- 39% who identify fashion as a key part of their identity are “Stylistas”
- 28% who create or post lifestyle content weekly are “Influencers”

Demos

- Core: Gen Z
 - Secondary: Adults 18–34, Adults 25–49
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C. RJM Local Culture (125)

Segments capturing lived regional identity across U.S. markets.

Each includes:

- Regional ethos
- Lifestyle markers
- Cultural drivers
- Media consumption tendencies

Local Culture Example:

Charleston Culture

Curated for a city defined by heritage, refinement, and coastal affluence. Built to capture Charleston’s cultural DNA — from Lowcountry cuisine to historic preservation, from boutique shopping to romantic escapes.

Key Identifiers

- Southern Heritage → History, tradition, and cultural continuity
- Food & Flavor → Lowcountry cuisine, seafood, and culinary pride
- Tourism & Leisure → Coastal charm, hospitality, and historic tourism
- Community & Faith → Family-first culture and neighborhood belonging

Persona Insights

- 36% who define Charleston through upscale dining and Lowcountry cuisine are “Michelin Chasers”
- 30% who tie identity to heritage and preservation are “Old Souls”
- 25% who view antiques, boutiques, and refined shopping as cultural signals are “Collectors”

Demos

- Core: Adults 25–54
 - Secondary: Adults 35+, Adults 18–49
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D. RJM Multicultural Expressions (30)

Identity-rooted cultural audience sets reflecting:

- Heritage
- Community expression
- Cultural values
- Generational nuance

Built for brand initiatives requiring cultural relevance and depth.

Multicultural Expression Example:

Afrofuturism & Innovation

Curated for those who see technology, art, and imagination as freedom. From music to machines, storytelling to science, invention becomes expression—Black creativity designing tomorrow.

Key Identifiers

- Innovation and artistry fused as liberation
- Design, STEM, and culture as parallel crafts

- Futuristic aesthetics rooted in ancestral vision
- Creative entrepreneurship redefining access
- Technology reimagined through cultural truth

Persona Highlights

- Visionary → Blends art and science with cultural depth; creates beauty through progress.
- Trailblazer → Pushes boundaries through invention and imagination; sees possibility everywhere.

Persona Insights

- 36% who use creativity as a tool for innovation are “Creator.”
- 27% who express curiosity through technology and design are “Techie.”

Demos

Core: BA

Secondary: Adults 25–54, Adults 18–34, Adults 35+

Persona Portfolio

Visionary • Techie • Creator • Disruptor • Trailblazer • Free Thinker • Gen Z Alt Hustle • Gen X Free World

Category Alignment

Tech & Wireless • Finance & Insurance • Luxury & Fashion • Entertainment & Media • Auto & Transportation

E. Ad Category Segments (14)

Standardized category-level audience surfaces built to organize personas within familiar marketing frames (e.g., Auto, QSR, CPG, Tech & Wireless, Finance, etc.).

Ad Category Example:

RJM CPG

Built through Persona Logic™ to reveal how everyday goods shape habits and loyalty — from pantry staples to prestige brands.

Key Identifiers

- Habit as identity
- Value as validation
- Brand as shorthand

- Shelf choice as routine
- Loyalty as autopilot

Persona Insights

38% who stock up for stability are “Bargain Hunter.”
34% who collect perks and points are “Point Warrior.”
29% who manage budgets as pride are “Budget Minded.”

Demos

Core: Adults 25–54
Secondary: Adults 18–49 and 35+

IV. HOW SEGMENTS ARE BUILT

RJM’s segment creation framework follows three layers:

A. Cultural Logic Framework

Each segment begins with a cultural or identity-based premise:

- Mindset
- Lifestyle
- Passion
- Motivation
- Social role
- Regional or cultural identity

These become the semantic anchors of the audience.

B. Behavioral Interpretation

AI is used to evaluate:

- Identity expression
- Behavioral tendencies
- Motivational triggers
- Category interpretation
- Emotional and cognitive responses

This produces a human-centered segment definition.

C. Activation Mapping

Each segment is mapped to media pipes through:

- Platform posture
- Channel suitability
- Category alignment
- Creative guidance
- Delivery considerations

All segments are operationalized using LoopMe as the modeling environment and partner identity graphs (LiveRamp partner seat) for media distribution.

V. PERSONA PROGRAMS

Persona Programs are custom identity frameworks built for brand campaigns.

Each program includes:

A. Identity Structure

Core personas, generational accents, cultural modifiers, category interpretations.

B. Persona Insights

Two statistical insights describing behavioral tendencies.

C. Key Identifiers

4–5 descriptors articulating who the audience is and why they buy.

D. Persona Portfolio

A curated selection of 18–22 personas defining the campaign's identity universe.

E. Activation Plan

Directional guidance for activation across CTV, digital video, programmatic, social, and retail media.

Persona Program Example:

MCDONALD'S | Persona Program

Curated for those who crave familiarity that feels like home. Warmth, flavor, and routine turn brief pauses into comfort shared across generations.

Key Identifiers

- Familiar flavor and nostalgia driving daily routines
- Convenience, value, and consistency across markets
- Iconic menu items tied to emotional memory
- Community stops for families, students, and professionals
- Adaptability across moments — breakfast, lunch, and late night

Persona Highlights

Takeout Guru → Builds mealtime around pickup, drive-thru, and mobile order.

Night Owl → Late-night regular drawn by reliability and comfort.

Gen-Z Fast Culture → Digital native seeking quick satisfaction and snackable meals.

Millennial Foodstagram → Connects social sharing with nostalgia and discovery.

Persona Insights

- 33% who choose QSR meals for comfort and familiarity are “Burger Fiends.”
- 27% who anchor their dining habits around family and affordability are “Savvy Shoppers.”

Demos

- Core: Adults 18–49
- Secondary: Adults 25–64

Persona Portfolio

Takeout Guru · Night Owl · Burger Fiend · Savvy Shopper · Breakfast Burrito · Extra Fries · Sweet Tooth · Taco Run · Rest Stop · Upstart · Modern Tradesman · Optimist · Gifter · Budget Minded · Single Parent · RJM QSR · Gen-Z Fast Culture · Millennial Foodstagram · Gen-X Free World · Boomer Suburbia

Activation Plan

- Set up campaign as a direct package or PMP package.
- Apply segments together for campaign setup using OR methodology within a unified program framework.
- Segments are designed to deliver full, high-scale cultural coverage aligned to the brand's objectives.
- Delivery across CTV, streaming video, display, mobile, audio, and social via direct IO and programmatic execution.

VI. INVENTORY & DISTRIBUTION FOOTPRINT

RJM segments are available through:

A. LoopMe (Primary modeling + distribution partner)

- Predictive modeling
- Expansion environment
- Charter identity signal
- Enables persona scaling + curation

B. LiveRamp (Partner-provided seat)

- Segment portability
- Universal activation layer across DSPs

C. DSP / SSP / Media Environments

RJM segments are **available** (not integrated) across:

- The Trade Desk
- DV360
- Yahoo DSP
- Amazon DSP
- Cadent
- Additional pipes pending

D. Curation Seats

Currently active:

- LoopMe
- Equativ

(Additional seats planned; Magnite etc.)

VII. TAXONOMY INDEX

The following canonical documents contain RJM's full taxonomy:

- Personas Index
- Local Culture Workbook
- Generational Workbook

- Multicultural Expressions Workbook
- Category Segment Workbook
- Narrative Library (Program Examples)

All are available upon request.

VIII. SUMMARY

RJM unifies identity, culture, motivation, and context into a single, scalable audience system.

The taxonomy is structured, complete, and distribution-ready, enabling curation, planning, and activation across the digital ecosystem.

Full taxonomies and Persona Program examples are available immediately.

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