

# RJM TAXONOMY NAVIGATOR

Identity-First Cultural Audience Intelligence

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## 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.

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## 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.

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### III. PRODUCT LINES

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

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#### 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

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#### **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

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### **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 reimaged 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

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## 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+

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## 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.

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## **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.

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## 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.)

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**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.

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## **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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