



OUR RETAIL AUDIENCE

PRIMARY AUDIENCE



DEMOGRAPHICS



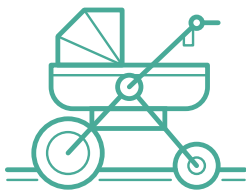
AVG. AGE
30-39



H.H.I
\$88K



MARRIED
59.3%



CHILDREN
39.9%



MESSAGING

- Adventurous, Loving, Romantic, Smart, Likeable, Family and Career Focused
- Enjoys traveling, barbecuing, entertaining at home, beach trips



SHOPPING

- Virtual shoppers • Store environment is important
- Preplans shopping trips online • Special Offers
- Very little brand loyalty



EDITORIAL PILLARS

Product Knowledge • Spirited Reads • Behind the Bar • Hosting Help • Discover VA ABC • In the Community

PERSUADABLE AUDIENCE



DEMOGRAPHICS



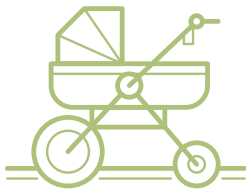
AVG. AGE
21-29



H.H.I
N/A



MARRIED
23.9%



CHILDREN
32.4%



MESSAGING

- Passionate, Risk Taker, Adventurous, Unconventional
- Enjoys group activities like games, clubs/dancing, and beach trips. Career focused!



SHOPPING

- Virtual shoppers • Discounts are huge with this group • Loves in-store samples • Price is more important than brand



EDITORIAL PILLARS

Drink Recipes (Spirited Virginia) • Product Knowledge (Spirited Virginia) • Announcements and Reminders

SET & SECURE AUDIENCE



DEMOGRAPHICS



AVG. AGE
50-64



H.H.I
\$95K



MARRIED
66.6%



CHILDREN
16.9%



MESSAGING

- Trustworthy, Good-hearted, Interested in international events & other cultures, Optimistic, Creative
- Family is top priority, Staying informed and continuing to learn, Entertaining at home, Spending time with family and friends, Gardening, Reading



SHOPPING

Mix of online shoppers and upscale clicks & bricks
Important that a company acts ethically • Store environment matters • Will pay more for quality goods • Very brand loyal • Price is not a factor



EDITORIAL PILLARS

Hosting Help • **Spirited Reads** • Virginia Pride • **Did You Know** • Spirit Profile • **Discover VA ABC** • In the Community

TOO BUSY AUDIENCE



DEMOGRAPHICS



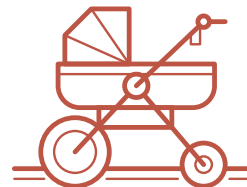
AVG. AGE
40-49



H.H.I
\$100K



MARRIED
66%



CHILDREN
57%



MESSAGING

- They are in the high point of their careers and families too busy to focus on too many other things
- **Intelligent, well-informed, loving, romantic**
- They enjoy listening to music, BBQs, going to the beach, cooking for fun



SHOPPING

Status strivers and clicks & bricks • **Store environment is important** • Online comparative shopper • **Split between being loyal to brands and buying unknown brands to save money**



EDITORIAL PILLARS

Spirit Profile • **Virginia Pride** • Did You Know

