

Brainbuild Target Publics Analysis

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According to CEO and founder Joe Lam, Brainbuild's mission is to "help humanity thrive by enabling people to make better health decisions at the best times each day." Collaborating with a registered sports dietitian at Duke University, Lam created and developed the Brainbuild mobile application to address individual timing and scheduling of health habits. Initially, Lam sold Brainbuild exclusively to universities and professional sports teams. Upon realizing the potential benefits and impact of Brainbuild for other target publics, Lam chose to expand his target markets for communications tactics and possible subscriptions. By offering Brainbuild direct-to-consumer in app stores, Lam hopes to expand his consumer base and increase downloads.

This document will identify potential target publics for Brainbuild's expanded communications efforts. Based on secondary data from national consumer survey analysis database Simmons Oneview, the following will offer demographic, infographic, and psychographic insights into two primary and secondary target publics for future Brainbuild communications. Identifying and understanding these target publics will allow our communications team to develop advertising strategies and methods best suited to both them and the product.

As our primary communications focus is messaging, the following target profiles will guide the development and crafting of future advertising and other messages, helping us to best communicate with potential app subscribers. The primary target public we have identified is females aged 25-34 that are employed full-time. Our secondary target public is females ages 18-22 studying full-time in college. At this time, Brainbuild has engaged in minimal communications tactics and strategies. They haven't produced any serious advertising or public relations efforts, giving our team a decent amount of flexibility with the aforementioned targets.

According to its Android app store listing, Brainbuild helps consumers "improve energy levels, performance, and weight management with nutrient timing." Brainbuild is currently the only app that addresses timing and scheduling in relation to nutrition, sleep, hydration, and exercise. Considering Brainbuild's unique place. Using this knowledge we have found the following information on our target publics.

Communication Challenge Focus

Brainbuild's primary communications challenge at this time is its lack of clear target markets. Having decided to expand their consumer base and offer the app directly to consumers in app stores, Brainbuild needs to be clear about who they are advertising to and how they will do so. Our team's aim is to develop two target public or market profiles of those consumers most likely to download and then consistently use Brainbuild in their everyday lives. Since the client has done limited to no research with the problems of demographics, branding and messaging, we will aim to create more well-rounded research that gives an accurate representation of Brainbuild's clientele. We will be approaching our research from an advertising standpoint as the client is so young and has done limited advertising. We will incorporate a public relations perspective to

highlight branding and the development of long-lasting relationships between Brainbuild and its key publics.

Researching and understanding these target publics will allow us to fulfill another of Brainbuild's communications desires. As of now, Brainbuild does not have a branding or marketing strategy. By understanding these target publics and how Brainbuild fits into their lives, we will develop effective messages and strategies for Brainbuild to reach out to and connect with potential consumers. We will determine what messages are most effective in appealing to target publics and showing these consumers how Brainbuild will fit into and improve their everyday lives.

As we create messaging strategies for Brainbuild, we will also help to shape the company's brand. Brainbuild needs to promote a strong brand image in order to be successful with any target markets, but our research should narrow the specific demographics Brainbuild focuses on, in turn improving the brand's image and appeal. The creation of these target publics and the implementation of new branding, messaging, and advertising strategies should help Brainbuild to grow as an organization and ingratiate themselves to new consumers.

Target Public Market Profiles

Primary Public

At its creation, Brainbuild's primary public was college-aged female student-athletes. However, we have since identified a stronger primary public for Brainbuild to target. Moving from working with businesses and universities to working directly with consumers, Brainbuild will have the opportunity to reach a much wider audience. Through survey data collected by Simmons Research, we have identified Brainbuild's primary public.

Brainbuild's primary public is females aged 25 to 34 years old. Women in this age range are 74 percent more likely to have downloaded a health and fitness app in the last 30 days than other age ranges surveyed, and women in general are 20 percent more likely to download a health and fitness app than men, making females aged 25 to 34 a key demographic that would be likely to be interested in Brainbuild (Simmons, 2014). Also, women aged 25 to 34 years old are 66 percent more likely than other age categories to spend between \$0.01-\$0.99 on an app, and are 73 percent more likely than other consumers to spend \$1.00-\$1.99 on an app (Simmons, 2014). This piece of information is extremely important to Brainbuild, as it must target a public eventually willing to pay for the app so that it can develop revenue, since it is currently a free app.

The top three race/ethnicities of the target public are Black, Asian and White. Simmons Research data showed that no one race completely stood out over another, and in researching this public further throughout the semester we don't want to limit ourselves to one single race, which is why we have identified several of the largest possible race demographics. These women are full-time employees with an average income level of \$25,000 to \$49,999. Among the primary target public, most have graduated college and are currently not married. The geographic location of this identified public target is primarily the south, as women in the south are 12 percent more likely to use a health and fitness app than those in other geographic areas (Simmons, 2014).

Another important geographic area is the west, as women in that area are also more likely to use a health and fitness app, according to Simmons Research. Geographic location of users is important for several reasons, but mainly because where someone lives can tie into their values and attitudes, which we have seen are essential elements to understand in order to best advertise and market to a public.

Going along with demographics, the infographics of a target public are important to note as well. Infographics are a popular form of visual content and they can be used to measure consumer engagement with content such as television, websites and other forms of media (Bernazzani, 2017). Infographics of a target public are greatly important to understand in any advertising, marketing or public relations campaign as it presents the most effective forms of said advertisements or marketing in reaching the specified public. According to Simmons Research (2014), the most visited websites in the last seven days by the primary target public are Facebook, Google, Youtube, Amazon and Pinterest. On social media, the primary target follows TV shows, music groups, news/newspapers, sports/athletes and magazines. The most watched cable TV channels by 25 to 34 year-old females in the last seven days are TBS, TLC, MTV, Nickelodeon and ABC Family. Female consumers also tend to read more print magazines. Among different magazines read by the primary target, People, SmartSource, Cosmopolitan, Parade magazine and US Weekly are the most popular.

That same research offered other significant insights, namely major psychographic elements of the target public. Among them, many centered around healthy eating. Of women aged 25-34 surveyed, 34.1 percent agreed that they used a mobile app or website to track their calories (Simmons, 2014). The popular behavior of meal tracking among women aged 25 to 34 further emphasizes that they are the primary public for Brainbuild. According to the data, the primary target says they are trying to eat healthier foods, often snack between meals and work at a well-balanced diet. These insights reveal to us that our target audience does indeed have a desire to maintain a healthy and balanced diet throughout the day. Thus leading us to believe that Brainbuild would be beneficial to this audience as the app provides services that will help them maintain this healthy diet throughout the day and clarify how they should best time their meals and snacks in order to see the results that they want to see.

The public also noted that they both follow their favorite brands and companies on social media and talk about the things they see on social media websites in face-to-face conversation. Simmons Research shows that 29.8 percent of women aged 25 to 34 surveyed engage with their favorite brands through social media, displaying that this public could successfully be marketed to by Brainbuild via social media. As a result of these findings we have come to see that Brainbuild could benefit from a social media presence, as this is how this target audience communicates--they use social media to engage with their favorite brands, and then they share what they see on social media with their friends or family via word of mouth. If we can get these individuals following Brainbuild on social media and talking about it to their friends, there is definite potential to see growth in consumer use of Brainbuild. We found that this target public was likely to say that because of their busy lifestyle, they struggle with taking care of themselves as well as they should. Since people are so busy, it becomes difficult to track and maintain their health and diet. Therefore, knowing that people are willing to admit that they are busy is good for

Brainbuild because the main purpose is to help those who are too busy to keep track of their diet themselves, thus giving us a target public among these individuals.

Secondary Public

While the primary public for Brainbuild is females aged 25 to 34 years old, the secondary public is still necessary to mention as it can only expand upon Brainbuild's user base. Brainbuild originally targeted student athletes, so our group is aiming to keep the student-athlete public relevant as Brainbuild has already developed a unique market catered towards student athletes. Also, data from Simmons Research points to the college age category as a largely important public to Brainbuild and its concept. Because of this, we have identified Brainbuild's secondary public to be female student-athletes aged 18 to 22 years old. Similar to the primary public, the secondary public that we identified has strong commonalities in terms of lifestyle and diet choices. The target publics of Brainbuild tend to have a busy schedule and express strong desires to improve their health and fitness. The target publics make conscious effort in improving their health through different social media channels.

The secondary public that we've identified through Simmons OneView database is female college students and female student athletes aged 18 to 22 years old who have an average income level of \$5,000-\$9,999. Brainbuild has a stronger appeal to college full-time students aged 18 to 22 who live in the south. Next to the primary public of women aged 25 to 34, women aged 18 to 22 are the second-most likely age category to have downloaded a health and fitness app in the last 30 days, being 63 percent more likely over other age categories surveyed (Simmons, 2014). This age category is also 52 percent more likely to pay between \$0.01-\$0.99 for an app, which as we mentioned with the primary public, targeting a public that would be willing to pay for an app is crucial for Brainbuild moving forward.

Going along with the potential demographics, the infographics we found give us a deeper look into potential social media platforms that Brainbuild can utilize to broaden its user base. According to Simmons OneView (2014), the most visited websites in the last seven days by females who aged from 18 to 22 years old are Facebook, Google, Youtube, Pinterest and Netflix respectively. At this time Brainbuild has a weaker social media approach with little online exposure. A stronger social media campaign utilizing social media platforms mentioned above will attract the identified secondary public and other potential users. The top five social media followed by the identified secondary public in the last seven days are music groups, TV shows, sports/athletes, news/newspapers and magazines. Magazines read or looked into in the last six months by the secondary public are People, Cosmopolitan, SmartSource, Parade magazine and US Weekly, according to Simmons Research (2014). Furthermore, the most viewed Cable TV channels in the last seven days by the secondary public are NTV, ABC Family, Nickelodeon, Disney Channel and TLC.

Besides demographics of the target public, psychographics offer different insight to identify our secondary public's motivation in purchasing and using health and fitness apps. Based on NHCS' survey of college students aged 18 to 22 who downloaded a health and fitness app in the last 30 days, we are able to identify the types of attitudes and interests of Brainbuild's secondary public (2014). Upon analyzing data from Simmons (2014), college students aged 18 to 22 tend to snack between meals. However, most college students often do not have the time to prepare and

actually eat healthy meals. The habits of snacking between meals may result from improper nutritional intake from meals. Younger generations, including college students, tend to use numerous social media and networking platforms to advocate for products and companies that they like and are currently using. The use of social media platforms may be a potential strategy to advertise and reach more audiences. In addition, with busy schedules, college students often need timely reminders to help them stick to their schedules. For example, college students often use mobile apps or websites to track their calories and exercise routines. Of women surveyed who agreed with using a mobile app to track meals and exercise, 31 percent were aged 18 to 22 years old. Similar to the primary public, busy schedules may cause college students to not take the best care of themselves. College students express the wish to eat healthier foods and exercise more regularly, but cannot achieve the goal due to their busy schedules. College students tend to be more generous when it comes to spending money on issues or problems that concern personal health and fitness.

The users Brainbuild wants to target are student athletes who have strict practice and academic schedules and have a hard time managing their nutrition intake on their own. In terms of lifestyle habits, the secondary public for Brainbuild spends time on not only academic work and sport practices, but also spends time on personal/health-conscious lifestyle maintenance. As demonstrated, understanding the secondary public of female student-athletes through the use of demographics, infographics and psychographics displays how they are an important target public for Brainbuild, and how Brainbuild can best be branded and marketed to appeal to their needs and desires.

Conclusion

In summary, we searched data from the Simmons OneView database to effectively focus on a primary and secondary public for our communication challenge, which is finding the proper advertising techniques for Brainbuild to target these specific groups. After searching through several different filters – including demographic and psychographic information – we found that the primary target public will be females aged 25 to 34. To help our advertising strategy, we noted through the data that this group features many unmarried college graduates who have familiarity with health and fitness but lack time to place an emphasis on it in their day-to-day lives. Our secondary target public, college-aged females, similarly enjoy health and fitness but struggle with time management.

Through this research and strategic development, we hope to utilize effective advertising tactics to help Brainbuild become known in both target demographics. By continuing to research and develop ways to strategize, our focus will be on helping Lam's company key in on the groups of people who will be most willing to utilize the functions of his mobile app.

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