

Rowdy Impact

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both
- Approximate Age range? 23-53
- Occupation? Professional- Single skilled worker
- Income level? \$1,000-\$10,000
- Geographic location? East Saint Louis, Illinois

Painful Current State

- What are they afraid of?
 - “But overtime their quality decreased and so did the image.”
- What are they angry about? Who are they angry at?
 - “I wish I could afford to deck myself out in RRL because I love all the cuts and patterns and the whole western feel of it all. But it’s just too pricey unfortunately”
- What are their top daily frustrations?
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- What is keeping them from solving their problems now?

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and

feel like?

- "But no other store I've been to - and I've been to many - offers the magic mixture of variety, quality, timelessness, convenience, service, and affordability as Polo."

- Who do they want to impress?
 - "I'm in Boston, and I can say that Ralph Lauren is heavily undervalued here. For every Ralph item I have, I've a thousand compliments to go with it, followed every time by "oh, that's Ralph Lauren?"."
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not?
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
 - "In Sweden it's more expensive than in the US. The non-rich associate it with rich people. Rich people associate it with non-rich people trying to look rich"
 - "All the cool school kids wear it. Especially the hats. And its somehow perceived as an expensive brand."
 - "I live in a really rich area, so it's really common, but everyone considers the overlogoed stuff gaudy. Sweaters and their canvas sneakers are really well liked, but I feel they are often overlooked."
- What "tribes" are they a part of? How do they signal and gain status in those tribes?

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar

Name:

Background Details

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Day in the life: