

CONNECTING WITH THE CONSUMER

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**UNITY** MARKETING

## From Things to Experience

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Companies & Retailers sell things  
(e.g. nouns)

Consumers buy experience, feeling, ideas, happiness  
(e.g. verbs)

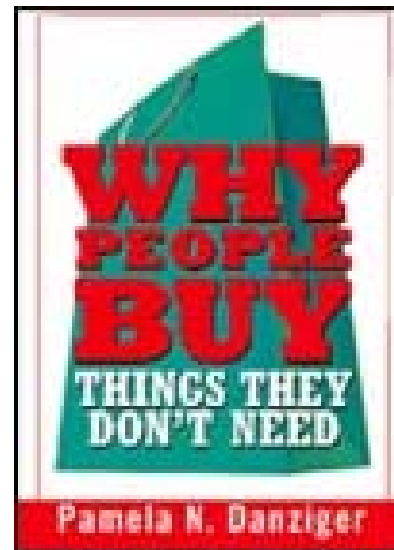
## Activate & Differentiate

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“In the factory we make cosmetics, but in my stores we sell hope.”

Charles Revson, founder of Revlon

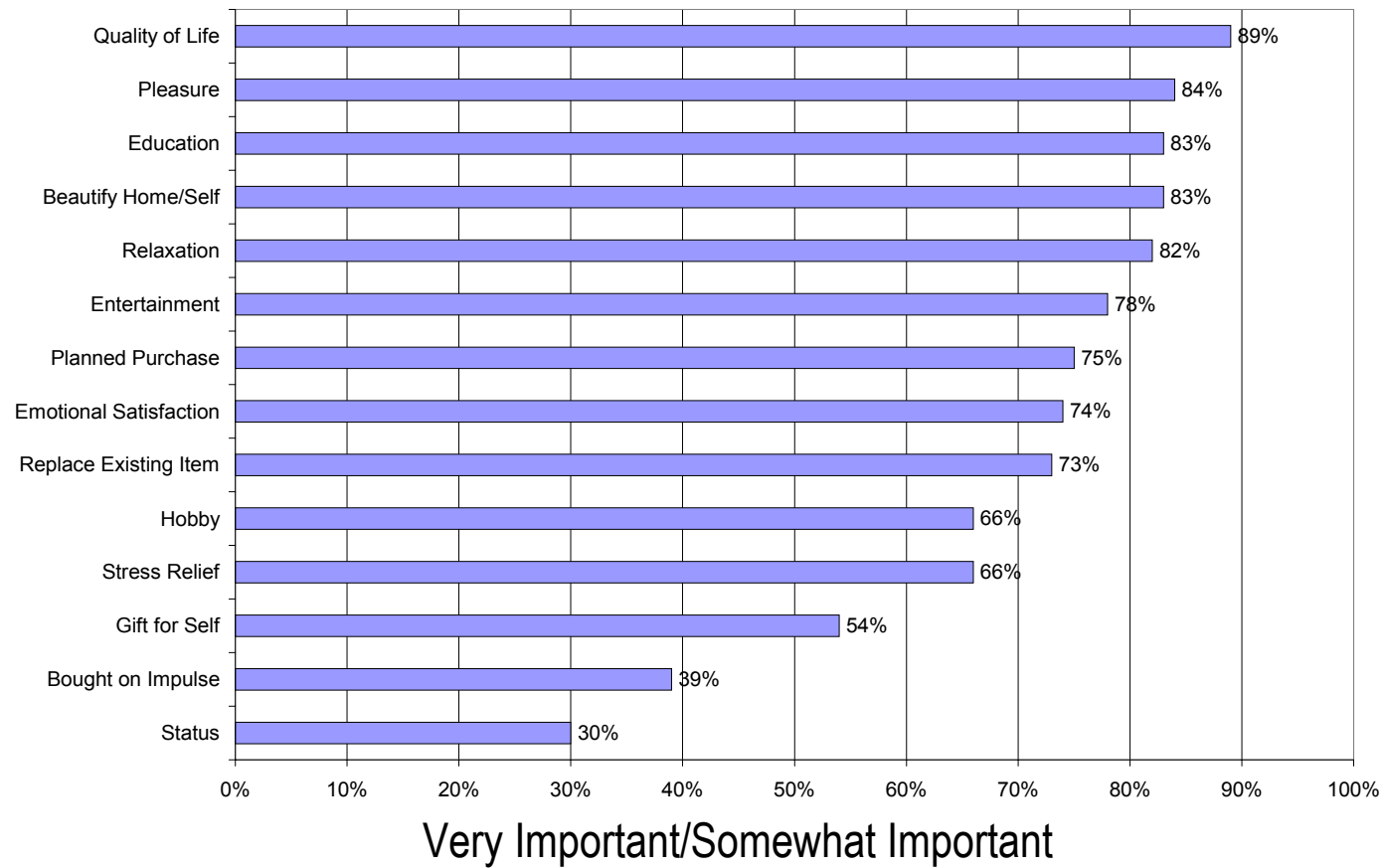
### Why People Buy



# Justifiers Activate

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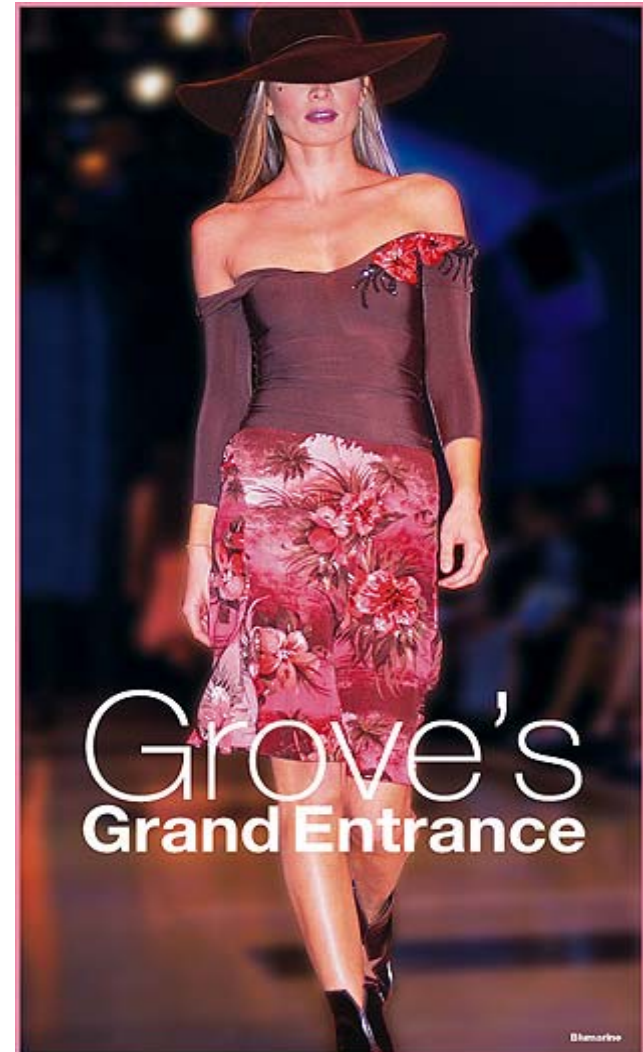
## Motivators to Buy



## Future Vision Secret #2

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First the rich do it, then  
everybody else!



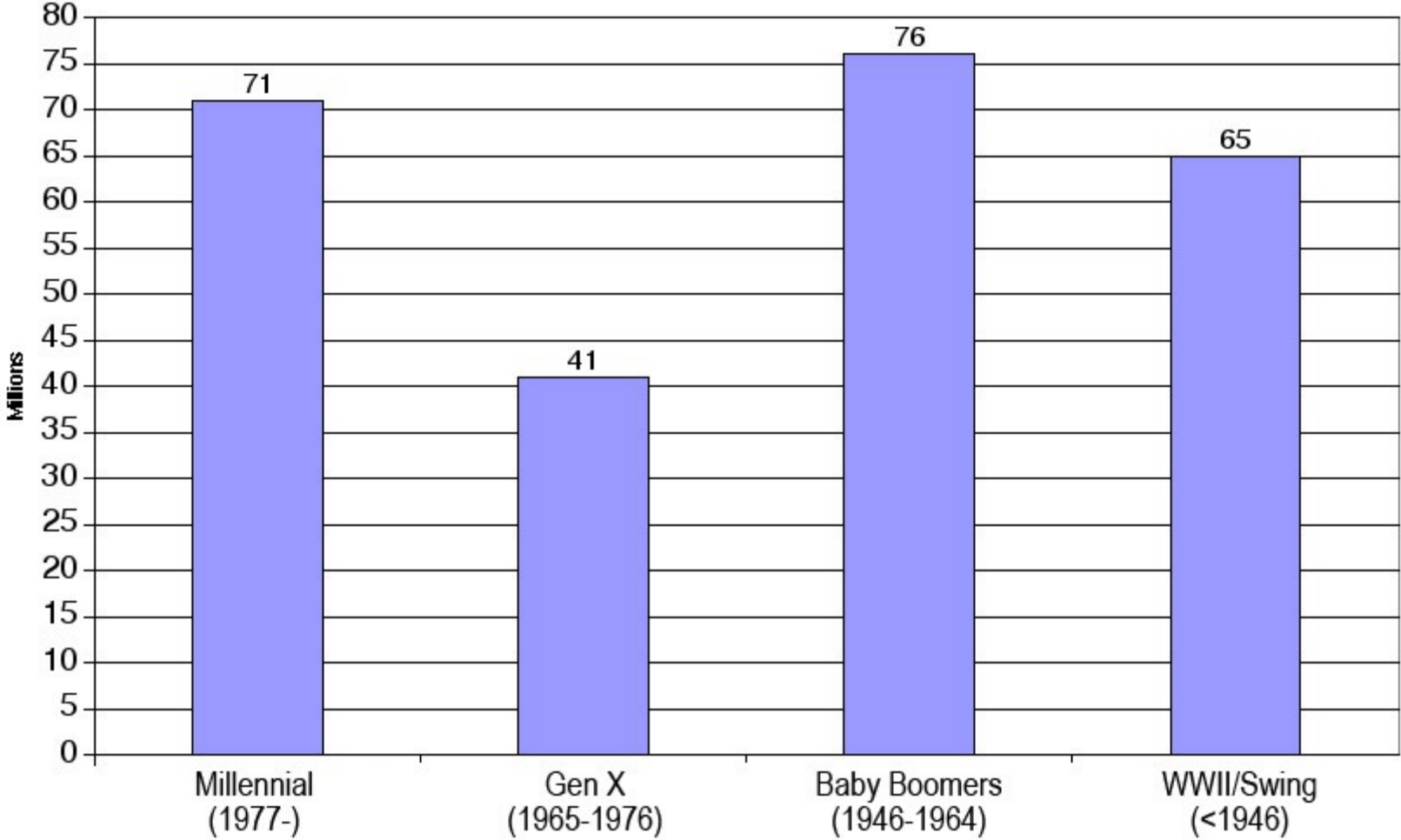
## Defining the Luxury Market

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Affluent Households Total 15 million	Total	%
\$49,999 or less	62,281	57%
\$50k to \$69,999	16,706	15%
\$70k to \$99,999	15,187	14%
\$100,000 to \$149,999	9,533	9%
\$150,000 to \$199,999	3,005	3%
\$200,000 to \$249,999	1,096	1%
\$250,000 and above	1,490	1%
Total	109,297	100%

# Diverging Marketplace

## Consumer Generations



## Metaphysics of Luxury

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Luxury Is Ultimately Unattainable

## Be Best of Class in Any Class

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No matter where you are in price-continuum,  
you can enhance luxury value of what you are selling

Key:

Infuse marketing communications with emotional values

## Meet the Butterflies

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Butterflies Have Emerged  
From Their Luxurious Cocoon

# Age of Cocooning Ends

Connecting Becomes Dominant Cultural Trend



THE VALUE OF  
**CONNECTING.**

PaineWebber



## Future Vision: It's Going to be Harder to Get Consumers to Invite Purely Decorative Objects into Home

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Hold Everything connects with consumers' anti-clutter mood



# Real Simple Magazine Is Their Guidebook

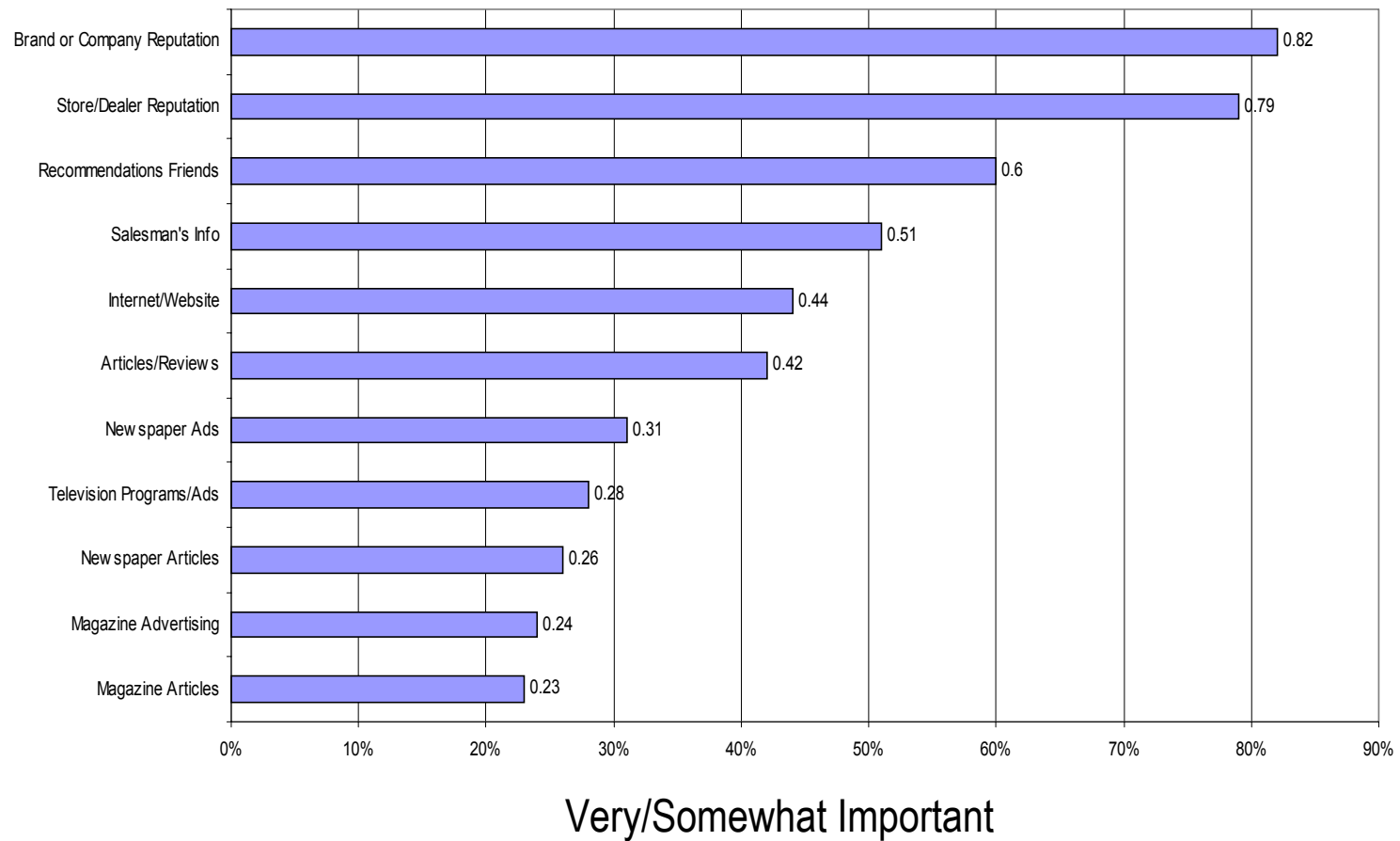
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**REAL SIMPLE** the magazine about simplifying your life



# Brands Are Point of Connection

## Influencers Last Luxury Purchase



## Product Brands and Store Brands Are Connected

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The brands you sell define your store

The store defines the brand

## Big Opportunity #1

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Selling Tools, Equipment, Accessories  
to Enhance Consumer's Experiences

## OXO Creates Brand Experience that Gives Consumers Reason to Buy

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## RedEnvelope.com Stresses Experience of Gifting

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## Secret Success

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Translate the 'thing' you sell (i.e. the noun)  
into an 'experience' (i.e. the verb)

# Not Stationery; It's the Experience of Paper

## Kate's Paperie



Kate's Paperie and Maria McBride Mellinger  
invite you to join us for a special afternoon

**the perfect wedding event**  
Sunday April 18th 12 noon to 3 pm  
Kate's Paperie 125 Greenwich Avenue, Greenwich, CT



## Big Opportunity #2

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Retail Environments Need to Be  
Reconfigured to Enhance Experience

## Build-a-Bear Workshop Experiential Retailing

*"The bears are free; you only pay for the fun of creating them"*



## It's All About Connecting with Consumers

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...About less talking and more listening

...About giving more value rather than taking more money

...About being involved with the customer  
rather than waiting for customer to get involved with you

...About connecting with the community

...About creating your business for your customers' needs