

Marketing Report

Glamorous Grandma Gloria (26.9%)

Gloria's most salient traits are older age (mean 67), female gender, and a preference for premium, offline luxury shopping. She values high-quality, stylish items and enjoys creating memorable experiences with her grandchildren.

a) Marketing Language:

Use elegant, reassuring, and warm messaging that emphasizes legacy, quality, and family togetherness. Highlight craftsmanship, simplicity, and special moments. Avoid overtly trendy or youth-centered language and aggressive sales tactics.

b) Recommend Products:

- **Signature Stripe Pajamas:** Durable and iconic, ideal for making lasting family moments during sleepovers or visits.
- **Swedish Floral Sundress:** Timeless and elegant, perfectly matching Gloria's sophisticated and classic fashion sense.

c) Addressable Market:

This group comprises 26.9% of the audience. The growth prospect is stable, supported by a large, established base of grandparent shoppers investing in quality for family occasions. Trends indicate a consistent demand for high-end, family-centric products.

Emerging Adult Ellen (25.1%)

Ellen's most salient traits are small household size (mean 1.27 people), single marital status, and higher housing density (3,078 units per square mile), indicating city living and solo lifestyles. She seeks versatile, practical, and space-efficient products.

a) Marketing Language:

Communicate with a practical, concise, and upbeat tone. Emphasize convenience, multi-functionality, and sustainability. Use inclusive language, and avoid messaging focused on families or established households.

b) Recommend Products:

- **HannaSoft TENCEL® T-Shirts:** Lightweight, sustainable, and easy-care—well suited to compact urban living and busy routines.
- **Everyday Playwear Pants:** Adaptable for various activities, supporting Ellen's flexible and independent lifestyle.

c) Addressable Market:

Ellen represents 25.1% of the addressable market. As more adults delay family formation and prefer urban living, product lines emphasizing practicality and sustainability could unlock significant growth in this segment.

Middle-Class Mom Moira (17.8%)

Moira presents no distinct dominant traits, indicating a well-rounded, family-oriented, practical customer base. She values durability, comfort, and reliability in children's products.

a) Marketing Language:

Adopt a trustworthy, supportive, and down-to-earth tone. Messages should focus on everyday dependability and value for money. Avoid exclusive or luxury language and terms that imply impracticality or extravagance.

b) Recommend Products:

- **Classic Playwear Outfit Sets:** Dependable and versatile for daily wear and children's activities.
- **Striped Sweaters:** Sturdy and classic, suitable for layering and adaptation to changing weather.

c) Addressable Market:

This persona accounts for 17.8% of the market. While smaller, it remains essential for core, repeat business. Trends show that demand for reliable basics continues, especially among families seeking quality at reasonable prices.

Wealthy Mom Wanda (30.3%)

Wanda's most salient trait is high household income (mean \$283,052), signaling affluence and a preference for luxury and exclusivity. She looks for premium, distinctive, and aspirational products for her family.

a) Marketing Language:

Use sophisticated, aspirational, and exclusive language. Highlight superior materials, limited collections, and personalization. Avoid discount messaging or references to budget and mainstream products.

b) Recommend Products:

- **HannaSoft TENCEL® Collection:** Premium, innovative, and sustainable, aligning with Wanda's desire for high-end, responsible goods.
- **Limited-Edition Holiday Dresses:** Exclusive designs for special occasions, matching Wanda's preference for unique and high-value items.

c) Addressable Market:

Wanda represents 30.3% of the market, the largest segment. The growth prospect is strong, especially as demand for exclusive, luxury children's apparel rises among affluent families seeking to stand out and invest in premium brands.

Bibliography

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2. Retail TouchPoints. "How Sustainability Dovetails with Hanna Andersson's 'North Star' of Product Durability." June 25, 2024. <https://www.retailtouchpoints.com/topics/supply-chain-sourcing/how-sustainability-dovetails-with-hanna-anderssons-north-star-of-product-durability>