

Marketing Report

Glamorous Grandpa Gary (32.3%)

Glamorous Grandpa Gary's most salient trait is a luxury-oriented shopping style and a preference for distinctive, high-end experiences. This shopping behavior suggests an appreciation for prestige and stylish products, often purchased offline.

a) Marketing Language:

Use refined, sophisticated language and emphasize exclusivity, heritage, and craftsmanship. The tone should remain polished and affirm the consumer's discerning taste. Avoid casual language, gimmicks, or anything that undermines a sense of prestige.

b) Recommend Products:

- **Napa Valley Cabernet Sauvignon:** This wine's rich texture and elegant packaging align with Gary's expectations for luxury and refinement, making it a standout for special occasions or gifting.
- **Alexander Valley Cabernet Sauvignon:** Its complexity and balance meet the desire for a sophisticated wine experience, appealing to those who appreciate nuance in their wine selections.

c) Addressable Market:

Gary represents 32.3% of the target audience, a sizeable segment with strong purchasing power. The trend toward premium and luxury purchases is likely stable to positive, with these consumers valuing tradition and exclusivity, presenting strong growth prospects for higher-end brands.

Wanderlust Willa (21.6%)

Wanderlust Willa's most salient traits include being predominantly female, living in mid-sized urban households, and a single marital status. These characteristics suggest a social, independent lifestyle with a mix of adventure and entertaining.

a) **Marketing Language:**

Leverage a vibrant, upbeat, and inclusive message that appeals to individuality and shared experiences. Highlight versatility and suitability for both gatherings and personal enjoyment. Avoid overly formal or traditional messaging that doesn't reflect her dynamic lifestyle.

b) **Recommend Products:**

- **Twomey Pinot Noir:** Elegant and nuanced, this wine offers versatility for solo relaxation or entertaining friends, aligning with Willa's flexible lifestyle.
- **Twomey Sauvignon Blanc:** The wine's bright profile suits spontaneous outings and group events, resonating with Willa's active urban life.

c) **Addressable Market:**

Willa accounts for 21.6% of the audience, a notable share reflecting the urban, single, and social segment. This market aligns with trends in urbanization and experiential consumption, potentially driving demand through innovative product offerings and flexible marketing.

Wealthy Dad Will (23.2%)

Wealthy Dad Will's most salient traits are undefined, making him a generalist. He is best approached with the brand's core, flagship products.

a) Marketing Language:

Use authoritative, reassuring, and direct messaging that establishes reliability and status. Stress the brand's heritage, consistency, and excellence. Avoid niche language or positioning that may distract from core product strengths.

b) Recommend Products:

- **Napa Valley Cabernet Sauvignon:** A highly recognized, flagship product ideal for those seeking dependability and prestige.
- **Alexander Valley Cabernet Sauvignon:** Offers a strong yet familiar profile, catering to a wide range of classic preferences.

c) Addressable Market:

Will forms 23.2% of the base, covering a broad demographic. As a flexible cohort, potential growth could come from strengthening brand recognition and driving home classic, top-tier product offerings.

Relaxed Retiree Rick (22.9%)

Relaxed Retiree Rick's most salient traits are advanced age (mean 68) and high household income (mean \$127,945). This profile points toward a traditional, comfort-seeking consumer willing to invest in quality.

a) Marketing Language:

Adopt a calm, reassuring, and respectful tone. Highlight heritage, reliability, and ease of enjoyment. Avoid youthful jargon or messaging focused on novelty rather than tradition.

b) Recommend Products:

- **Silver Oak Napa Valley Cabernet Sauvignon:** Its timeless and reliable profile appeals to Rick's preference for quality and tradition.
- **Twomey Merlot:** This smooth, approachable wine suits relaxed occasions and sharing with family or friends, fitting his stage of life.

c) Addressable Market:

Rick makes up 22.9% of the market, representing affluent retirees. This segment is stable, values consistency, and favors premium experiences, presenting opportunities for classic offerings and loyalty-driven campaigns.

Bibliography

1. Silver Oak. "Silver Oak Cabernet Sauvignon Wines, Napa and Alexander Valley." Accessed June 18, 2025. <https://silveroak.com>
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