



DEEPER CONSUMER INSIGHTS

What does a day in the life of your consumer look like?

At Neathawk360, finding creative and unexpected media solutions excites us. Determining what will truly change behaviors requires a lot of number crunching, and we are big fans of the numbers. For our media planners, there's nothing better than building a plan around foundational audience insights that will lead to behavioral change.

We start with defining our target audiences – who they are and what they do – through in-depth research. From this, we learn how they're most likely to consume your brand's messaging, which drives our media buying decisions.

We use multiple resources to build these profiles including customer data, industry research related to key consumer segments and proprietary research from media partners. But we don't stop there. We layer on syndicated research that specifically tracks consumer and media habits.

From these types of findings, we can create a **"Day in the Life"** profile of a target audience that illustrates their behaviors and the advertising channels that will be the most cost-effective touchpoints throughout every stage of the market funnel during their "typical day." We refer to these touchpoints as Modern Media Moments.

Better targeting means less waste, deeper engagement and, most importantly, better ROI.

Neathawk360 - "Day in the Life" example

Meet Patricia, a 57-year-old caregiver who is the primary healthcare decision-maker for her ailing father.

Patricia spends about 25 hours per week managing all aspects of day-to-day tasks for her father such as housekeeping, finances, speaking with healthcare professionals, providing medical/nursing care and transportation.

Patricia is a trusted advisor to friends and family, and she loves gardening and volunteer work. Conscious about the world around her and how she can help to make it better, she often volunteers for community cleanups.

Family is important, especially her grandkids. The safety and welfare of her loved ones is paramount, and she must be assured these two factors are being met, especially as they relate to her dad.

HOW PATRICIA SEES HEALTHCARE

Patricia wants to feel acknowledged and respected for her role in her father's care and hasn't found a good source for support and advice.

Her father had not made long-term care plans. She would like for him to stay in his home, but she has found it difficult to get affordable care services in his area.

She has felt overwhelmed with the complexities of the healthcare system and insurance and lacks trust in long-term care facilities. For her, there is an overarching trust issue with healthcare providers in general beyond the marketing of their facilities and services. This stems from things she has heard from her friends who are in similar situations.

As the caregiver, Patricia doesn't know where to start when it comes to taking care of a parent's needs. She is overwhelmed with the amount of information and seeks out multiple sources either through Google search or by asking friends and family who are going through a similar situations. In her search, the information she sees must have credibility whether she is reading a review of a service, testimonial or visiting a website.

Overall, care for her father has caused high levels of stress and financial strain for Patricia. Given the emotional toll and intricacies of caregiving, she would welcome an organization that could clarify the process.

She is 3 times more likely to call a toll-free number for information from advertising related to healthcare, and 24% more likely to obtain medical information online.

MEDIA HABITS

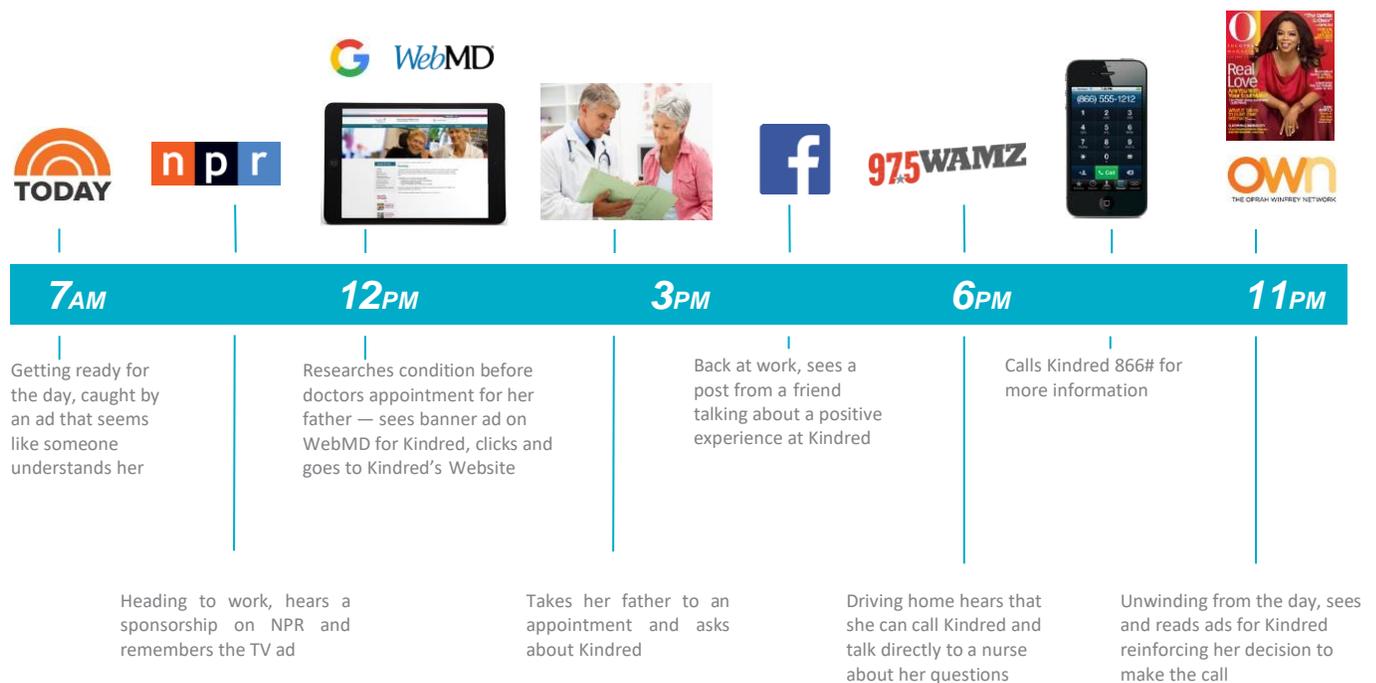
Patricia listens to NPR, watches a lot of TV and is a fan of video on demand (VOD). She is a big fan of home improvement shows and is a heavy consumer of news, both through TV and newspapers.

It's important for her to carve out time to read magazines (both print and digital versions on her iPad) that provide information on topics of interest such as cooking, health and women's issues.



Although considered a “techno-laggard,” she frequently uses the Internet to do healthcare research for her dad, and she regularly communicates with friends and family through email and Facebook.

REACHING PATRICIA – A DAY IN THE LIFE OF A CAREGIVER



To learn how we can build similar profiles for your target audiences, or to hear more about our media planning and buying services, contact Amy Baril at abaril@ndp.agency or **804.783.8140 x326**

About Neathawk360

Neathawk360 is the media solutions division of NDP, a creative and media agency headquartered in Richmond, Virginia, with team members across the country. Founded in 1984, NDP believes in making a difference through creativity that inspires, that changes behavior, that changes our world.

The agency is proud to partner with clients like the Virginia Lottery, DMV, The Virginia State Police, Universal Fibers, VCU Health and The Jefferson Hotel, along with many others to bring their brands to life. For more information, visit www.ndp.agency.