

THE UNITY MARKETING DIFFERENCE

Today's consumer marketers face an increasingly competitive environment with many business and marketing challenges.

Unity Marketing leads with research to help businesses gain insights into their core customers and their best target customers – the affluent who have discretionary income to spend.



UNITY MARKETING'S 2016 RESEARCH INITIATIVES

To deliver more actionable insights to marketers about the best potential customers in the U.S. consumer market today – the affluent top 20%.

- **Affluent Consumer Tracking Study**
 - Two waves
 - Spring Shopper Track
 - Fall Product & Services Track
- **Consumer Gifting Study**
 - In-depth investigation into gift choices and shopping behavior among middle-income to upper-income consumers.
 - Special investigation into how consumers use the internet for their gift research, planning and buying needs.
 - Survey completed April 2015 (n=1,649 consumers HHI \$97,900)
- **Art, Framing & Wall Décor Study**
 - The 'selfie' culture has created a new market for frames and wall décor. In addition, affluent consumers are collecting more original, one-of-a-kind artwork to display on their walls.
 - An in-depth study is planned in 2016 to investigate the new art, framing and wall décor market, with a special section devoted to how consumers use the internet in their pursuit of new art and frames to display.
- **Millennials on the Road to Affluence**
 - This new study has important implications for every brand that wants to connect with the next generation of luxury consumers: the Millennials

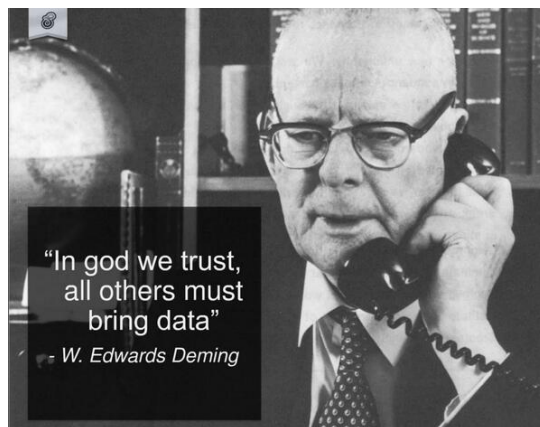
- **Qualitative expertise**
 - Focus groups, IDIs
 - Expert, influential & channel partner studies
- **Quantitative expertise**
 - Survey design
 - Data analysis including statistical data analysis
 - Analyzing survey results for key take aways
- **Marketing & branding consulting**
 - How to use research to create more powerful brands and more compelling marketing
- **Speaking experience**
 - Presentations that deliver the most important information and insights that the audience can take away and put into action

UNITY MARKETING LEADS WITH RESEARCH

We lead with research to advise businesses that need insights into mind of affluent consumer with incomes \$100k and above.

12/8/2015

- Greater access to new **AFFLUENT** consumer **SAMPLES**
- In-depth data about **HIGH-END & LUXURY** customers
- Understanding of **BRAND USAGE & AWARENESS**
- Key **COMPETITOR BRAND** usage & awareness
- Purchase & usage **TRACKING STUDIES**
- **CUSTOMER SURVEYS** and studies to identify new opportunities



DOES YOUR COMPANY NEED MORE DATA?

Unity Marketing can provide more data about the affluent consumers, combining both qualitative and quantitative research strategies.



- UNDERSTAND your best prospective CUSTOMERS' needs and desires
- Get the COMPETITIVE EDGE
- Develop more effective MARKETING STRATEGIES
- RESEARCH your market
- SHARE customer KNOWLEDGE & INSIGHTS
- Evaluate NEW PRODUCTS
- Find best CHANNELS OF DISTRIBUTION
- Track TRENDS in the market

The challenge:

Provide insight that integrates demographics, attitudes and behavior and turn raw data (numbers or statements) into meaningful, actionable information

DO YOU NEED HELP TO USE DATA MORE EFFECTIVELY?

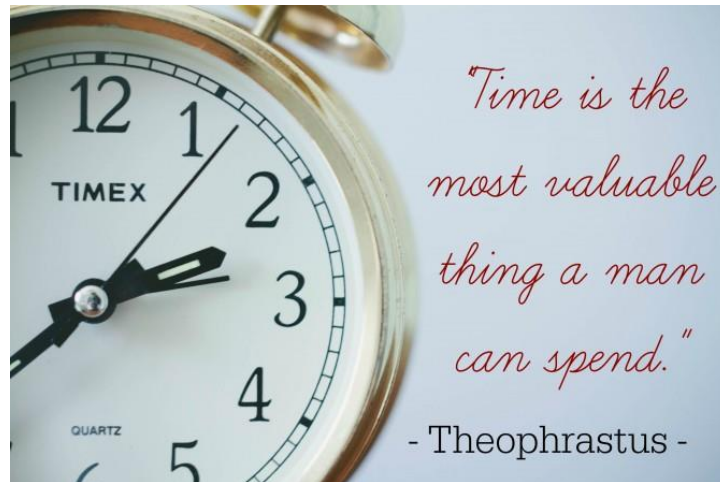
Unity Marketing can help you use the research data you have on hand to greater effect to drive growth for your business.

We consult with companies of all sizes, from small to mid-sized to large multi-nationals.

We support retailers, manufacturers and marketers in both B2C and B2B marketing strategies.



- Presentations CUSTOMIZED to specific needs of your group
- PREPARE your marketing and sales teams for the competitive landscape of tomorrow
- Gain “All Access” into the mind of today’s most influential shoppers – the AMERICAN AFFLUENT
- Turn research-based INSIGHTS into ACTIONABLE STRATEGIES for reaching your most profitable customers



DO YOU NEED TO SHARE INSIGHTS & INFORMATION?

For over a decade Pam Danziger has studied the changing preferences, shopping habits, attitudes, and lifestyles of affluent consumers.

Her presentations, speeches, seminars, webinars & workshops are customized to the needs of each audience.

Each presentation is designed to give the audience news they can use to understand the mind of today’s most influential shoppers – the American Affluent.

The goal is to deliver research-based insights that can be turned into actionable marketing strategies for each member of the audience to reach their most profitable customers.





Pam Danziger and the Unity Marketing team offer a range of tools and resources to help marketers and retailers identify their best customers and channel partners and how to reach them most effectively with targeted marketing strategies and tactics.

UNITY MARKETING CAN HELP YOU FIND YOUR BEST TARGET CUSTOMERS & MARKET MORE SUCCESSFULLY TO THEM

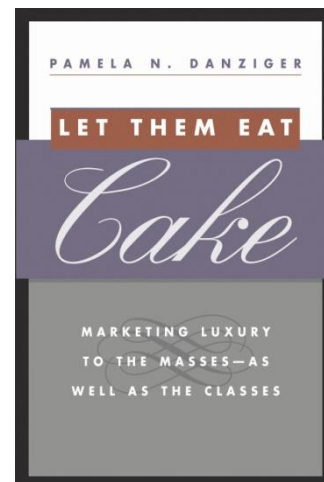
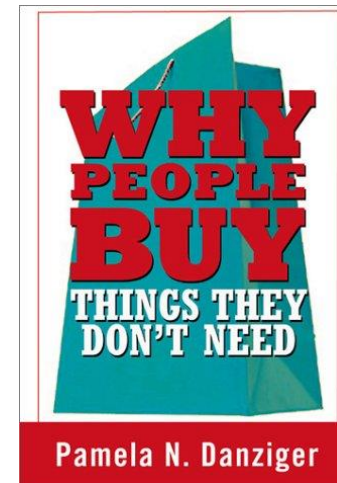
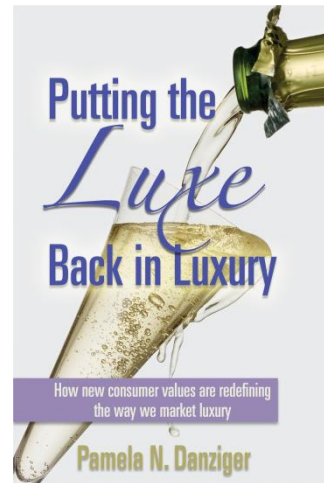
Unity's research-based approach can help marketers and retailers find new opportunities for growth in their businesses.

Email Pam188@ptd.net or call 717.336.1600 to discuss your marketing challenges.



MORE ABOUT PAM DANZIGER & UNITY MARKETING

- Speaker, author, and market researcher [Pamela N. Danziger](#) is internationally recognized for her expertise on the world's most influential consumers: the American Affluent. Her new mini-book, [What Do HENRYs Want?](#), explores the changing face of America's consumer marketplace.
- As founder of Unity Marketing in 1992, Pam leads with research to provide brands with actionable insights into the minds of their most profitable customers.
- Leadership in luxury marketing recognized through Global Luxury Award presented by Harper's Bazaar, London May 2007.
- She was named to *Luxury Daily's* [Luxury Women to Watch in 2013](#). She is a member of [Jim Blasingame: The Small Business Advocate's Brain Trust](#) and a contributing columnist to [The Robin Report](#).
- Currently Pam is working on a new book : *Meet the HENRYs: Millennials on the Road to Affluence*
- Her most recent books are *What Do HENRYs Want?* and *Shops that POP! 7 Steps to Extraordinary Retail Success*.
- Previous books, *Putting the Luxe Back in Luxury: How New Consumer Values Are Redefining the Way We Market Luxury*; *Shopping: Why We Love It, Let Them Eat Cake: Marketing Luxury to the Masses as well as the Classes* & *Why People Buy Things They Don't Need*



SOME CLIENTS UNITY MARKETING HAS SUPPORTED...



DIAGEO

THE CONFERENCE BOARD



Marketplace Design Center



HOUSE & GARDEN



The Ritz-Carlton®

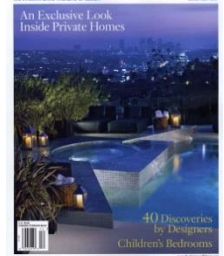
New Zealand
TRADE & ENTERPRISE



Prudential
Fine Homes
INTERNATIONAL

DCI Design Centers
International

ARCHITECTURAL DIGEST



STEARNS & FOSTER

Sleep Exceptionally...



GUCCI



LINCOLN



Pacific magazines



Google™

LENOX®

Gifts That Celebrate Life.

CISCO SYSTEMS



DEPARTMENT
Holidays. Special Days. Every Day.™



kw.

LUXURY HOMES
INTERNATIONAL

KELLER WILLIAMS® REALTY

Meredith

We inspire. She makes it happen.™



Italian Trade Commission
Government Agency



Life's Good



ing, 2015



Cartier

Nothing Sews Like A Bernina. Nothing.
BERNINA®

VORNADO
REALTY TRUST

MERCHANDISE MART



YANKEE CANDLE®