

## Reaching the Mass Affluent Market...



**Fun Facts**

**Tidbits**

**Programs**

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## Who Are The Mass Affluent?

A special report by the Yankelovich MONITOR® 2004, an annual study of consumers, describes factors shaping purchasing decisions among the mass-affluent demographic of consumers --- those households earning over \$100,000 in annual income.

Among the report's key findings was that the self-confident and demanding mindset of the mass-affluent consumer means that customization is becoming a necessity, not simply an added convenience, for companies across a range of industries. At the same time, financial services companies are creating new product offerings designed to meet the needs of this market by offering more choices and greater convenience.

According to the report, mass-affluent consumers:

- **Want to fashion their lives their way and celebrate their own style.** For example, 42% want to be seen by others as people who are willing to defy convention, up from just 19% in 2001. More than three-quarters of mass-affluent consumers want to be perceived as being in control of their lives, an 11 point increase since 2001.
- **Are demanding heightened levels of customer service.** According to the findings, 85% of mass-affluent consumers say they will speak up when experiencing bad service. Nearly three-quarters will walk out of a store if mistreated, even if the store has exactly what they are looking for. More than half have refused to buy a particular product or service over the past year as a form of activism.
- **Place more importance on experiences and relationships than material possessions.** For example, 84% think it's important to be seen as someone whose integrity is beyond question, up from 74% last year. The top three signs of life success and achievement cited by mass-affluent consumers were: being satisfied with your life (83%), being in control of your life (80%), and having a good marriage (77%).
- **Do not consider themselves wealthy.** Only 12% of mass-affluent consumers describe themselves as having "a lot of money."

"This analysis illustrates that mass-affluent consumers have become increasingly reluctant to compromise and settle on products that do not resonate with them personally," said Ann Clurman, senior partner at Yankelovich.

"As a result, we are witnessing the demise of the one-size-fits-all model and the climb of customization. Smart companies realize it's more important than ever to offer innovative products and solutions that are tailored to meet individual wants and needs."

Source: Yankelovich MONITOR® 2004

## Mass Affluent Programs

### World Class Thoroughbred Race Course Programs



- Evolution works with the most exclusive Thoroughbred Race Courses in the country.
- A variety of options are available to you such as:
  - Tented area displays.
  - VIP gift bags.
  - Advertisements in big race programs.
  - Grandstand display areas.
  - Elite VIP gift bags.

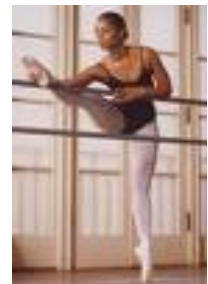
### Yacht Club Programs

- Evolution has access to over 100 Yacht Clubs in Major Metro Markets across the country.
- Options vary depending on the needs of your advertiser. Past programs have included:
  - Ride 'N Drives.
  - Wine tastings.
  - Gift bags.
  - Party sponsorships (with charity tie-in.)
  - Ice cream samplings.



### Ballet Company Programs

- Evolution works with Ballet companies in 4 Major Metros.
- Your products (i.e. gift bags) are placed on the seats of ballet attendees.



### Polo Club Programs

- Evolution provides a host of opportunities with clubs in 15 Major Metros.
- Your products can be in matching gift bags.
- You have the option to set up tented booth areas.
- Past events have included Italian Ice Retreat stations.



### Upscale Resort Programs

- Evolution works with local management at dozens of upscale resorts.
- Your products can be placed in suites for guests.
- Your products can be placed in check-in gift bags.
- Past events have included Ride 'N Drives as well poolside cabana days.

