Target Market and Placement Analysis (TMPA) Assignment

Banana Republic’s IMC piece in Men’s Health Magazine

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MKTG 452
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1. Capture

The integrated marketing communication (IMC) piece analyzed in the following target market and placement analysis report is from Gap’s brand segment, Banana Republic. The Banana Republic advertisement was featured in a September 2011 Men’s Health Magazine. The IMC piece introduced the limited edition clothing line ‘Mad Men’, which is a drama TV series set in the 1960’s about a prestigious advertising agency in New York City. The advertisement contains a gentleman, doppelganger of Don Draper (the main character), with hair slicked back wearing a gray pinstriped business suit sitting on a stool. The focal point in the advertisement is the suit’s style, which can be assumed from out of the 1960s. Banana Republic states, “‘Mad Men’ offers fans a fresh twist on the 1960’s era polish and panache, taking inspiration from country club scenes featured in the Emmy and Golden Glob Award-winning ‘Mad Men’ series (Sacramento BEE)”. Banana Republic, one of Gap’s brand segments, selected to feature this capture in the Men’s Health Magazine. The target market of Banana Republic and the placement into the Men’s Health Magazine will be analyzed throughout the report.

2. Identification

The focal brand of the advertisement in Men’s Health Magazine is Banana Republic. Gap’s brand segment Banana Republic, founded in 1978 (acquired by Gap in 1983), features luxurious apparel, handbags, jewelry, fragrance and eyewear for both men and woman; which is categorized as modern, soulful, effortless and versatile (Gap Inc.). Some of the underlying brands and products featured in the advertisement include: The ‘Mad Men’ limited edition clothing line collection identifies the product to be offered by Banana Republic; as well as the announcement that Mad Men is returning in 2012, after the latest season in 2010, for a fifth season.

3. Target Market

The Banana Republic’s target market can be broken down into four different areas: demographics, psychographics, usage behaviors and consumption constellations. These four different target market specifications will aid in determining the target consumers of Banana Republic, as well as the specific message it attempts to deliver.

3.a. Demographics of Banana Republic

The analyzed demographics of Banana Republic include age range, income range (household income), household composition (number of children), gender, education, and nationality. In order to obtain the demographics for Banana Republic, Quantcast became the primary source. The results are viewed as liable since roughly 1,351,504 people access the Banana Republic’s website per month, with 2,771,119 initiated sessions per month.

Demographics of Banana Republic:

<table>
<thead>
<tr>
<th>Age range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18:</td>
<td>12%</td>
</tr>
<tr>
<td>18-24:</td>
<td>12%</td>
</tr>
<tr>
<td>25-34:</td>
<td>31%</td>
</tr>
<tr>
<td>35-44:</td>
<td>28%</td>
</tr>
<tr>
<td>45-54:</td>
<td>11%</td>
</tr>
<tr>
<td>55-64:</td>
<td>5%</td>
</tr>
<tr>
<td>65+:</td>
<td>2%</td>
</tr>
</tbody>
</table>

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Income range (household income):
- $0 - $50k: 10%
- $50k - $100k: 23%
- $100k - $150k: 36%
- $150k+: 31%

Gender:
- Male: 43%
- Female: 57%

Education Level:
- No College: 34%
- College: 46%
- Graduate School: 20%

Nationality:
- Caucasian: 55%
- Asian: 16%
- African-American: 14%
- Hispanic: 14%
- Other: 1%

Household composition (children in household):
- No kids: 48%
- Has a kid(s): 52%

*Quantcast: Banana Republic

After analyzing the data provided, the data primary age that accessed Banana Republic ranged between 25-34 (31%) and 35-44 (28%). The mode consumer’s household income ranged from $100k to $150k (36%). A fairly even split occurred in whether the household had children: no kids (48%) and has kids (52%). Banana Republic’s consumer’s gender weighed slightly higher with female than males (female 57% and male 43%). Most of the consumers whom accessed Banana Republic’s site obtained an education level of college (46%). Finally, the nationality of the consumers weighed heavily with Caucasians (55%).

3.b. Psychographics of Banana Republic

Psychographics marks as another vital part in finding out a company’s target market. The psychographics include anything from personality type, interests, lifestyle, and more. Banana Republic’s psychographics include all certain aspects appearance to satisfaction. Stefan Banducci, a senior manager of business development for Banana Republic stated, “We do segmenting on a ‘psychographic’ basis. We have Fashion Sophisticates and Fashion Followers on the women’s side, and on the guy’s side we have a segment called Looking Sharp and another called Regular Guy” (the CMO Site). According to Stefan Banducci, Banana Republic knows their customers’ psychographics well, in which they make sure to cater. The four psychographics of sophisticates, fashion followers, looking sharp, and regular guy align with Gap’s brand segment of Banana Republic.

Psychographics of Banana Republic:
- Sophisticates (female)
- Fashion Followers (female)
- Looking Sharp (male)
- Regular Guy (male)

3.c. Usage Behaviors of Banana Republic

Usage behaviors mark another important aspect to consider when determining the target market. The usage includes frequency of purchase, quantity of purchase, usage occasions, and various usages specifically for the Banana Republic brand. Each specific behavior of usage is explained below.
- Frequency of purchase:
  Consumers purchase clothing once to two times every three months.
  (Logically based by Lifestyle Monitor, which is in works cited).
- Quantity of purchase:
  The quantity of purchase is roughly one to three items.
- Usage occasions:
  The consumer uses the Banana Republic brand whenever they desire to dress in the specific fashion.
- Various uses:
  The various uses for Banana Republic include their product categories of luxurious apparel, handbags, jewelry, fragrance and eyewear for both men and woman.

3.d. Consumption Constellation of Banana Republic

The fourth and final part to determine the target market involves the consumption constellation, which can be summarized into what else the consumers are likely to purchase. Banana Republic fits into the clothing industry as providing luxury products (apparel, jewelry, fragrance, and accessories) to consumers. This fit is explained in Gap’s description of the Banana Republic brand. Based off their own description, the consumption constellation of Banana Republic can revolves around these similarities. Quantcast provided further insight into the consumption constellation of these specific consumers.

**Quantcast’s “Audiences Also Likes”**

<table>
<thead>
<tr>
<th>Category</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>13.2x</td>
</tr>
<tr>
<td>Fragrances/Cosmetics</td>
<td>12.9x</td>
</tr>
<tr>
<td>Jewelry/Lux. Goods</td>
<td>9.8x</td>
</tr>
<tr>
<td>Home Furnishing</td>
<td>6.7x</td>
</tr>
<tr>
<td>Toys</td>
<td>6.6x</td>
</tr>
<tr>
<td>Baby</td>
<td>6.4x</td>
</tr>
<tr>
<td>Fashion/Cosmetics</td>
<td>5.2x</td>
</tr>
<tr>
<td>Sports/Outdoors</td>
<td>4.9x</td>
</tr>
</tbody>
</table>

*"x” denotes how many more times they are likely to visit other sites

4. Intended Audience of Banana Republic’s IMC piece

As previously analyzed, the Banana Republic brand weighs heavily with the 25-44 year old range. The household income that is expressed most highly by Banana Republic consumers is the range of $100k to $150k. The majority of the consumers completed college and are Caucasian. The specific IMC piece featured in this report fits ideally into these target market characteristics. Although the advertisement may appeal to many Banana Republic consumers, the piece appears to reach out to a specific/subset of the Banana Republic target market. The specific market includes the Mad Men viewers and/or 1960’s clothing line seekers.

The piece featured reaches out to more mature consumers. The younger consumers may not have an interest in the apparel due to appearance and/or price. The specific age group targeted in the ‘Mad Men’ collection ranges from mid-twenties to middle aged men. The man in the photo models a slick pinstriped suit, which may appeal to businessmen. A very high interest in the Banana Republic product featured lies with recent college graduates and businessmen, which is a very common age range previously analyzed in Banana Republic’s target market.

In review of the Banana Republic IMC piece, it performs well in seeking out a specific subset of their target market. Based on the style of clothing (business and 1960’s look alike) Banana
Republic’s target markets major age range of 25-44, highest education of college, Caucasian ethnicity, and income level fit ideal into the introduction of the ‘Mad Men’ collection. The next step in the target marketing placement analysis involves taking a closer look into the specifics of the IMC pieces channel, which in this case in Men’s Health Magazine.

5. Placement

The Banana Republic’s ‘Mad Men’ collection took part in the September 2011 Men’s Health Magazine. The magazine appeals specifically to men whom want to gain knowledge about nutrition, fitness, health, travel, technology, fashion, relationships, and finance. Men’s Health releases ten issues a year, with some issue featuring a guide for the holidays. The Banana Republic article aligns with the theme of the magazine. The hosted location of the advertisement will be looked further into by the following categories: demographics, psychographics, usage behaviors, and consumption constellations.

5.a. Demographics of Men’s Health Magazine

The analyzed demographics of Men’s Health Magazine include age range, relationship status, household income, individual income, employment, professional/managerial, own home, and gender. Men’s Health Magazine’s own website provided data for all of the different areas in demographics. The consumers are mostly male (83%) and the median age is 37.7 years old whose marital status may be single or married. The majority have are employed full-time and make over $40,000 a year. The categories will later be analyzed to decided ultimately whether Men’s Health Magazine is a placement location ideal for Banana Republics target market.

Demographics of Men’s Health Magazine:
Age Range:
18-34: 44%
35+: 57%
Median Age: 37.7

Individual Income:
$40k+: 46%
$50k+: 37%
$60k+: 30%

Relationship Status:
Married: 51%
Single: 49%

Employment:
Full-time: 67%
Part-time/unemployed: 33%
Professional/managerial: 29%

Household Income:
$50k+: 75%
$60k+: 68%
$75k+: 55%
$100k+: 38%

Own Home: 69%

Gender:
Male: 83%
Female: 17%

*Men’s Health Audience
5.b. Psychographics of Men’s Health Magazine

The psychographics of Men’s Health Magazine maintains another important aspect to consider in the fit analysis and final evaluation of the placement of the Banana Republic advertisement. The data researched originated from Men’s Health’s website, in which all figures come from only their readers. The psychographics are displayed in no particular order below.

Psychographics of Men’s Health Magazine:
- Tech Savvy – Tech Mobile Men
- Natural Leaders
- Adventure seekers – risk takers – explorers
- Driven and Ambitious
- Trendsetters – style conscious

*Men’s Health Audience

5.c. Usage Behaviors of Men’s Health Magazine

The usage behaviors make up the last vital part to understand the placement of Men’s Health Magazine. The analyzed categories include: frequency of purchase, quantity of purchase, usage occasions, and various usages.

- Frequency of purchase:
  The frequency of purchase is roughly once per month.
- Quantity of purchase:
  The quantity of purchase is one at a time.

- Usage occasions:
  The main usage occasions include occasional reading during free time, travel, and during times of silent activities.
- Various usages:
  The various usages “to gain knowledge about nutrition, fitness, health, travel, technology, fashion, relationships, and finance.”

5.d. Consumption Constellation of Men’s Health Magazine

The final part of the target market for Men’s Health Magazine is consumption constellation. Customers whom consume Men’s Health Magazine share similarities with other product categories and brands. This section of the target market will aid in evaluating the placement of Banana Republic in the Men’s Health Magazine. Quantcast provided all of the data necessary for this section of the analysis. The data revealed that the top three categories Men’s Health customers accessed were: health news & information, horoscopes, and science/nature. The remaining top eight categories are displayed below.

Quantcast’s “Audiences Also Likes”:
- Health News & Info: 9.1x
- Horoscopes: 7.4x
- Science/Nature: 7.1x
- Fashion/Cosmetics: 7.0x
- Humor: 5.9x
- Diet & Fitness: 5.9x
- Discussion/Chat: 5.4x
- Home Décor & Design: 5.3x
6. Fit Analysis (Banana Republic’s IMC piece match in Men’s Health Magazine)

The fit analysis for Banana Republic’s IMC piece in Men’s Health Magazine signifies an ideal channel for advertising. The Banana Republic’s and Men’s Health Magazine’s demographics lines up closely with the primary age of 37, 2% difference in household income of $100k and above, and the majority of the consumers education and employment level. The figures of age, household income, and education/employment level matched up almost identical. The fit analysis shows a significant similarity in the demographics of both brands.

As for psychographics, they both displayed similarities of trying to maintain a good appearance of health. The reason for these few similarities can be traced to the fact that both items offer different products/ideals. Since Banana Republic’s brand is known for psychographics of “looking sharp” and “regular guy,” they seem to line up perfectly with Men’s Health Magazine’s psychographics.

The usage behaviors do not show many similarities up front. The frequency of purchase and various usages should be taken into consideration. The Men’s Health Magazine frequency purchase of one month gives readers plenty of time to learn about the new-featured clothing line at Banana Republic. Since clothing consumers may purchase only once or twice a month, the featured IMC piece in Men’s Health Magazine fits well. The various usages also replicate each other in Banana Republic and Men’s Health Magazine as both include the importance of fashion more directly, and health indirectly in order for a person’s appearance.

Finally, the consumption constellation showed a few similarities. Since Banana Republic and Men’s Health Magazine do not parallel each other in products offered, only specific similar consumption constellations shall be noted. They both should similarities in apparel/fashion, athletic topics, décor/furnishing, and fashion/cosmetics. Banana Republic’s IMC piece targets these specific consumption constellations of Men’s Health Magazine.

7. Evaluation

Banana Republic’s ‘Man Men’ collection advertisement lines up ideally with Men’s Health Magazine. After analyzing both the IMC piece and the selected channel, it is understood that marketers clearly thought out the target market of each consumer. The targeted consumers show strong resemblances of demographics, psychographics, usage behaviors, and consumption constellations in the IMC piece’s placement in Men’s Health Magazine. Some of the Men’s Health Magazine’s consumer attributes may be a hidden attribute in Banana Republic’s consumers. These attributes may include health conscious, diet and fitness, discussion and chat, and more. The reasoning from this thought is that consumers of Banana Republic most likely stay fit in order to look appealing in their clothing. Although this is more opinionated, it may be true for a fair amount of consumers.

In final evaluation, the placement of the IMC piece analyzed shows a high correlation with Men’s Health Magazine target market characteristics. The advertisement featured in the September 2011 Men’s Health Magazine issued intended to prepare for the upcoming release of the ‘Mad Men’ clothing line. This IMC piece also can be classified as a joint advertisement with both Banana Republic and Mad Men, since Mad Men is going to premiere its next season this year (2012). The Banana Republic’s IMC piece’s placement in Men’s Health Magazine was thoroughly research and implemented correctly.
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   http://www.sacbee.com/2012/02/02/4233762/banana-republic-to-debut-mad-men.html
Appendices

1. Venn Diagram showing fit of Banana Republic and Men’s Health Magazine
2. Banana Republic’s MadMen Collection featured in Men’s Health Magazine