

Governors Club Marketing Initiative

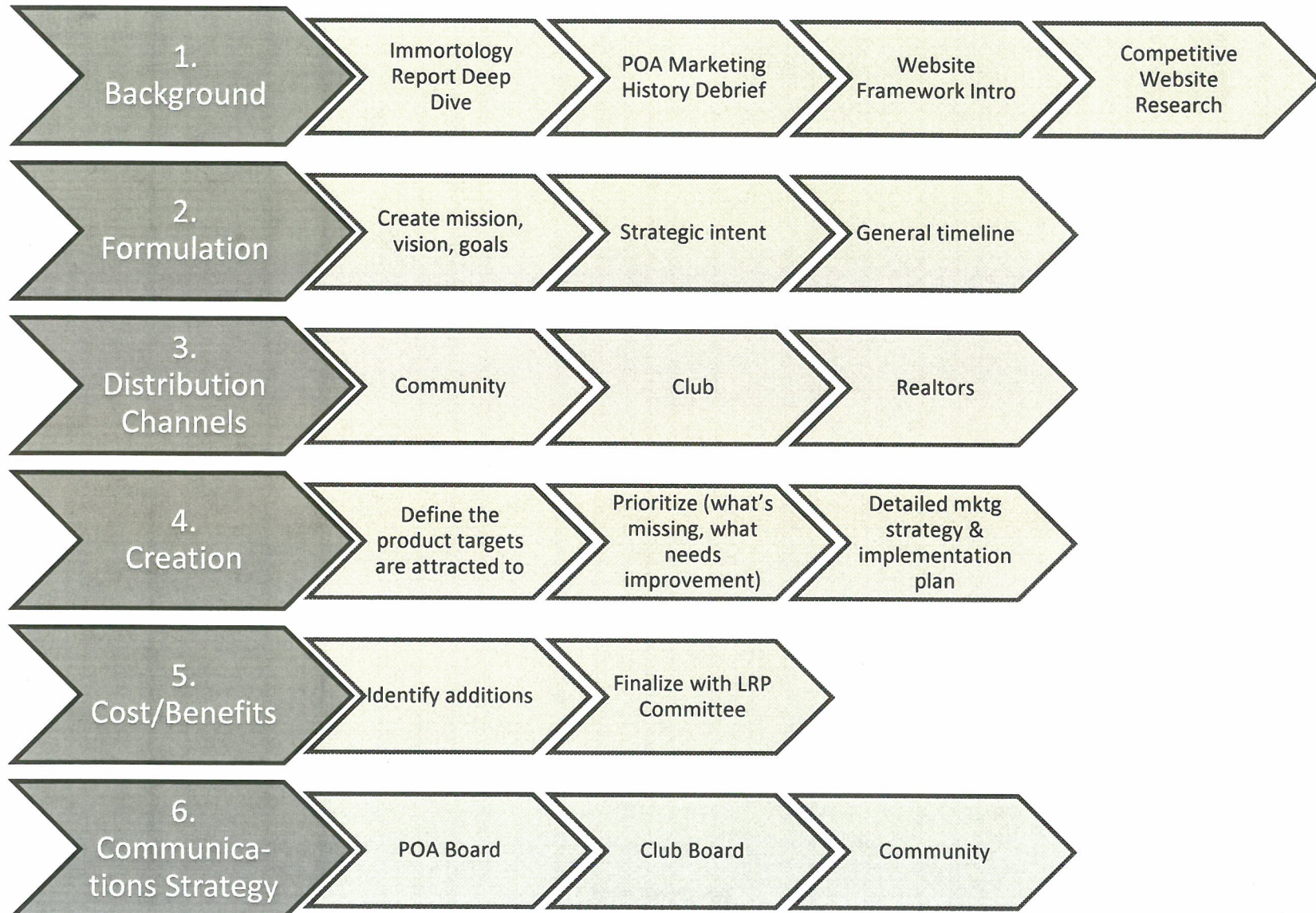
Target Segments

Updated 6/1/2015

Goal, Objectives and Tactics

- Goal
 - Increase the property values of Governors Club
- Objectives
 - Create a dynamic marketing business model which will attract the right potential buyers & members to the Governors Club community and its associated lifestyle
- Tactics
 - Address the issues regarding the lack of growth in overall market values within the Governors Club community
 - **Identify the key target segments** (focus of this deck)
 - Create an overall communications strategy and operational schedule for community information, feedback and support
 - Establish an overall game plan as to providing a set of recommendations to the POA Board for consideration, including strategies, benefits, goals and timeline

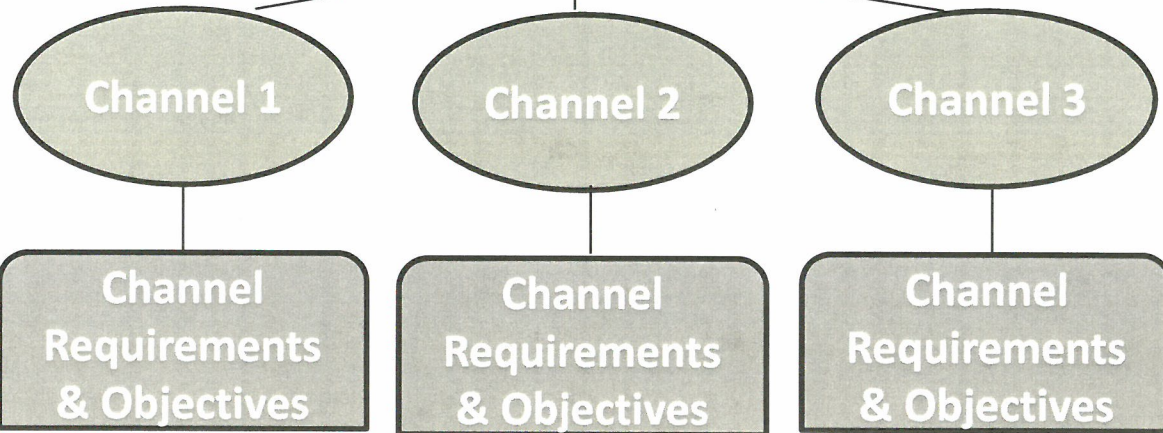
Process Followed



Framework

Brand Platform

Customer Experience Strategy



Segment 1	Segment Needs & Drivers	Detailed Customer Experience	Detailed Customer Experience	Detailed Customer Experience
Segment 2	Segment Needs & Drivers	Detailed Customer Experience	Detailed Customer Experience	Detailed Customer Experience
Segment 3	Segment Needs & Drivers	Detailed Customer Experience	Detailed Customer Experience	Detailed Customer Experience

Framework Defined

- **Brand Platform** = the vision. What do we want our brand to stand for? What is the overarching idea that represents us?
- **Customer Experience Strategy** = the overall experience we want to deliver across all channels (e.g. a place to discover and try)
- **Channel** = ways to connect with people (e.g., web, brochure or newsletter, POA office, realtors)
- **Channel Requirements & Objectives** = the business requirements and objectives for each channel, factoring in operational capabilities and assets
- **Segments** = distinct homogeneous groups of people that share things in common, whether they be demographics, lifestyle behaviors, etc. Also known as **Target Segments**.
- **Segment Needs & Drivers** = specific needs of each segment that drive their brand perceptions and purchase decisions
- **Customer Experience** = how we are going to meet segment-specific needs in each channel. Which product categories will we feature?

Segment Overview

Attributes	Young Professionals	Pre-Retirees	Retirees
Demographics	<ul style="list-style-type: none"> • Age 30-55 • Upper income • Kids under 18 (or no kids) • Working professionals • Upwardly mobile 	<ul style="list-style-type: none"> • Age 50-65 • Upper income • No kids at home • Working professionals 	<ul style="list-style-type: none"> • Age 60+ • Upper income, living off savings/investments
Psychographics (personality, values, opinions, attitudes, interests, and lifestyles)	<ul style="list-style-type: none"> • Physically active (diverse interests) • Broad, external social activities • Kid oriented • Busy 	<ul style="list-style-type: none"> • Physically active (golf and other) • Tap into social activities when it suits them • Have a 'plan' or 'dream' 	<ul style="list-style-type: none"> • Active and diverse (golf, bridge, clubs) • Traditional social events (structured) • Time for personal growth
Values	<ul style="list-style-type: none"> • K-12 Education Quality • Cost/Value conscious 	<ul style="list-style-type: none"> • Privacy • Selectivity • Stability of real estate market 	<ul style="list-style-type: none"> • Privacy • Selectivity • Support systems with "independence"
Other Attributes (had less votes)	<ul style="list-style-type: none"> • Entrepreneurs • Tech savvy • Corporate relocated • Growing segment 	<ul style="list-style-type: none"> • High achievers • Well educated • Airport proximity • Established 	<ul style="list-style-type: none"> • Volunteers • High achievers

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Segment Marketing Emphasis

Attributes	Young Professionals	Pre-Retirees	Retirees
<p>Lifestyle: <i>Come experience Governors Club... (insert customized experience by segment)</i></p>	<ul style="list-style-type: none"> • Diversity (age, ethnicity, family, where from) – various neighborhood options & diverse people • Active – park-like setting & walking trails • Walking/fitness – state of the art equipment • Social - inclusive of family • Community supported learning/education 	<ul style="list-style-type: none"> • Diversity (age, ethnicity, family, where from) – various neighborhood options & diverse people • Active – park-like setting & walking trails • Golf – JN Signature 27 hole course • “Choose your lifestyle” social engagement (multiple levels) • Interesting people – Titans of Industry 	<ul style="list-style-type: none"> • Diversity (age, ethnicity, family, where from) – various neighborhood options & diverse people • Dining – ward winning chef • Golf – JN Signature 27 hole course • Peaceful retreat (serene, oasis) • “Choose your lifestyle” social engagement (multiple levels) • Interesting people – Titans of Industry
<p>Community: <i>Our location offers so much ...</i></p>	<ul style="list-style-type: none"> • Proximity to RDU, RTP, hospitals, universities, mountains, beach • Restaurants/food scene • Live entertainment • Education • Economic vitality (tech/pharma) • Quality of life (less important) 	<ul style="list-style-type: none"> • Natural beauty • Climate – 4 seasons • Proximity to RDU, RTP, hospitals, universities, mountains, beach • Economic vitality (tech/pharma) • Quality of life 	<ul style="list-style-type: none"> • Natural beauty • Climate – 4 seasons • Centrally located in southeast/easy access to ... • Proximity to hospitals, RDU, mountains, beach • Culture (art, theater, symphony, etc.) • Economic vitality (tech/pharma) • Quality of life

Young Professionals

- This group is largely composed of upper income Gen X'ers (born early 1960s to early 1980s) and are highly educated, active, balanced, happy and family oriented. Generation X represents a more apparently heterogeneous generation, openly acknowledging and embracing social diversity in terms of such characteristics as race, class, religion, ethnicity, culture, language, gender identity, and sexual orientation.
- They are in the Triangle area primarily due to work opportunities. Quality of life, though important, is not a primary factor at this point in their life. Airport access is necessary, as are good schools. Great dining, entertainment and economic vitality are bonuses to living in this area.
- They value diversity in their home styles and people/community. They have active lifestyles (walking, biking, fitness) that incorporates family/children into their extremely busy schedules.
- This segment is more cost/value conscious than the other segments.
- This is the largest growing segment and has been increasing year over year in both the Triangle and in Governors Club.

Key search words: schools, kids, family, value, RDU airport, fitness

Pre-Retirees

- This group is composed of upper income Post WWII Baby Boomers (born between 1946 and 1964). They are well established in their careers and hold positions of power and authority. Boomers tend to be well educated, work-centric, career-focused high achievers and define themselves by their professional accomplishments. They equate work and position with self-worth. They are the workaholic generation who believes in paying their dues. Up to 25% claim they will never retire. Boomers are confident, independent and self-reliant; they are not afraid of confrontation and challenging the status quo.
- This group values a physically active lifestyle and interactive social engagement when it suits them over structured, traditional events.
- They value diversity (age, ethnicity, point of origin etc.) in both neighborhood clusters and residents.
- Quality of life, economic vitality of the region, proximity to major metropolitan services as well as beach & mountains ranked high

Key search words: working professionals, metropolitan area, active lifestyle, RDU airport

Retirees

- Changed significantly over last decade+. They are healthier, more active and looking to experience a different stage of their lives. Simply, they don't see themselves at the same point in their lives as their parents or grandparents.
- Social relationships are important, as are family connections. Being involved in some area of civic, professional challenge. Want more balanced approach to this stage of life and they seek that balance on their own terms.
- This demographic is more financially secure, better educated and seek to redefine how the world sees them.
- Lifestyle in concert with travel opportunities are primary. They can live just about anywhere they want and seasonal changes are a criteria.
- Downsizing, from less maintenance homes to "lock and leave" homes within communities are highly appealing, as they see little attraction in the responsibilities of yard work and the drudge of constant home care. They want to spend their time doing what they want, which centers around enjoying others, both friends and family, having fun, still experiencing personal growth.
- Winding down from major career responsibilities to living a fulfilling life with focus on social growth and desired amenities.
- Easy access to major transportation centers are a must, as they're not looking to be isolated from normal metropolitan services.
- Understand need for access to excellent health/medical services, yet that priority is less important to this newer group of retirees, as they believe they are healthier and have higher believe of living in the moment.
- They plan, financially and health wise, yet desire to interface with younger set, not limited to own demographic.
- Want a quality of life they've 'earned'.
- Do not subscribe to phrases such as golden years, seniors, matures, elders.

Key search words: retired, lifestyle, quality of life 55+ communities, country club living, gated residential communities

Vision & Tagline

- Vision Statement:
 - Proposed: “A distinctive and beautiful private community, uniquely located, offering an exceptional quality of life.”
 - The committee didn’t feel that the Immortology suggestion “To be the place where many who can choose to live anywhere, live here” didn’t apply to the Young Professionals or Pre-Retiree segments.
- Tagline Options:
 - Life at its best in Chapel Hill
 - Experience life at its best in Chapel Hill
 - Discover life at its best in Chapel Hill

It is suggested that the tagline be in sync with the chosen URL