

Young Moderns – Media Summary

There were a set of themes we noted in every aspect of our user research. These themes were very present in the media targeted at our user demographic.

In general we noticed the following themes were important:

- **quality** – knowing that it's the best or among the best XYZ that money can buy, and that it will last
- **total experience** – wanting to have the ultimate or best possible experience, to live life to the fullest. Privilege, specialty
- **the coolness factor**

Magazines



The lifestyle / image

- **The Robb Report “for the luxury lifestyle”**

“The ultimate authority on the lifestyle that encapsulates all the elements of luxurious living.”

The focus of this magazine is on the complete luxury experience, and resonates with the central themes above.

Adjectives that appear frequently in the article titles and advertising include: ultimate, finest, distinguished, experience, luxurious

Look and feel: Serifed font lends an air of distinction and richness

Theme of Quality - “we strive continuously to uncover the finest and most fascinating subjects to spotlight in our magazine's monthly feature stories.”

Theme of Full Experience – the unique nature of their content

“focusing on items and experiences that our readers are unlikely to encounter in any other magazine.”

Advertising emphasizes the quality, reputation, and specialty of the product featured. Message is that you are getting the best and will be living the full experience with this product.

For penthouses - “You’ve worked hard to get to the top, now enjoy the view” [Experience]

For travel – “Travel – perfectly tailored to your tastes” [Control]

- **GQ “Look sharp / Live smart”**

This magazine for men focuses on image as well as living life to the fullest [Experience].

Look and feel: Featured highlight colors are a bright blue and a bright orange, similar to the orange and blue glow colors used on electronic displays that we frequently saw and that appealed to our interviewees.

Features such as “The coolest city on the planet” [Experience]

“Wine that doesn’t bite” [Quality, Experience]

“the Must-Own DVDs” [Quality]

- **Dwell**

- **Others:**

- Cigar Aficionado
- Wine Spectator

The upper class

- New Yorker
- Atlantic Monthly
- Dandyism

Money

- Economist
- Wall St Journal
- Morningstar

- The Motley Fool

Television

- **HBO Original Series**

Uniqueness and originality of the series is the key here- the veritable cutting edge of TV-land. These are the “best” of TV series: Sopranos, Sex and the City, Six Feet Under, etc.

- **Spike TV**

Ultimate and extremism is emphasized in this lineup. Appeals to the desire to live life to the fullest with shows such as: The Ultimate Fighter, Carpoolypse, Boom!, Casino Cinema

- **A&E**

Emphasizes the cultural side of life, appeals to a different aspect of the desire to live life to the fullest. Sections of the line-up delineated as “The Art of Drama” and “The Art of Documentary” etc. implying these are the best shows in this genre.

- **Others:**

- Comedy Central
- Biography
- The History Channel

Radio

The appeal of the news and radio services is the desire to have the world at your fingertips [Experience]

- NPR and news [Quality]
- Satellite Radio / XM – “America’s #1 Satellite Radio Service”
Able to claim they are the “best” [Quality]

Can listen to exactly what you want when you want it.
“No commercials, don’t have to listen to crap you don’t like”

- Comcast cable stations

Music

- Jazz

- World
- Mellow electronica (ambient)
- Trendy / indie

Bars / Restaurants

In all the places we visited, certain themes emerged in terms of colors, lighting, shapes, and materials.

In general gunmetal, glass, subdued lighting, curves and

- Soba

Deep colored wood, plush furnishings, fireplace, deep brushed gun metal and subdued lighting.

The environment of Soba exuded elegance and richness.



- Club Havana

Generally styled to resemble a bar in Miami. Clientele is in our target demographic.

Noticeable features were the giant curved glass bar, the curved walls, birch furniture, and the lighting (a glow where the bar met the floor, up-lighting along the wall, a neon glowing jukebox which bathed the front portion of the bar in colored light).



- Walnut Grille

Cars

- Mercedes

Their current ad campaign emphasizes the concept of “lasting quality” and “classic design” showing images of people with their Mercedes throughout time. The tagline reads “the Love Never Fades” implying your Mercedes is built to last and never fall out of fashion.



The Love Never Fades

“Nothing will make a driver more faithful to a car, than a car that is faithful to its driver.”

- BMW

“Once a benchmark, always a benchmark”

The concept that BMW is a lasting and timeless image of quality and refinement. Their webpage features the evolution of the BMW from their first designs to today.



From their website:

“to truly experience the sheer joy of driving that only a BMW can offer”

When drivers describe BMWs, they tend to use words like *exhilaration*, *passion*, *performance*—words that cut to the heart of the BMW experience. But those in the know have two other words for BMW: smart investment.

Similar to Mercedes the BMW message is that their cars are a built to last symbol of quality.

Slightly diverging from Mercedes an important part of their image is that their vehicle’s performance is unparalleled and provides the ultimate driving “experience” that only they can provide.

Their message is playing to the desire in our target demographic to experience the “best” that your money can buy and have the most complete experience of the highest quality.

Movies

Pseudo Intellectual Cool

- The Matrix
- Royal Tannenbaums/ Life Aquatic / Rushmore
- Charlie Kaufman films (Being John Malkovich, Adaptation, Eternal Sunshine)
- Sideways
- Fight Club
- Memento