

www.puravidaspa.com



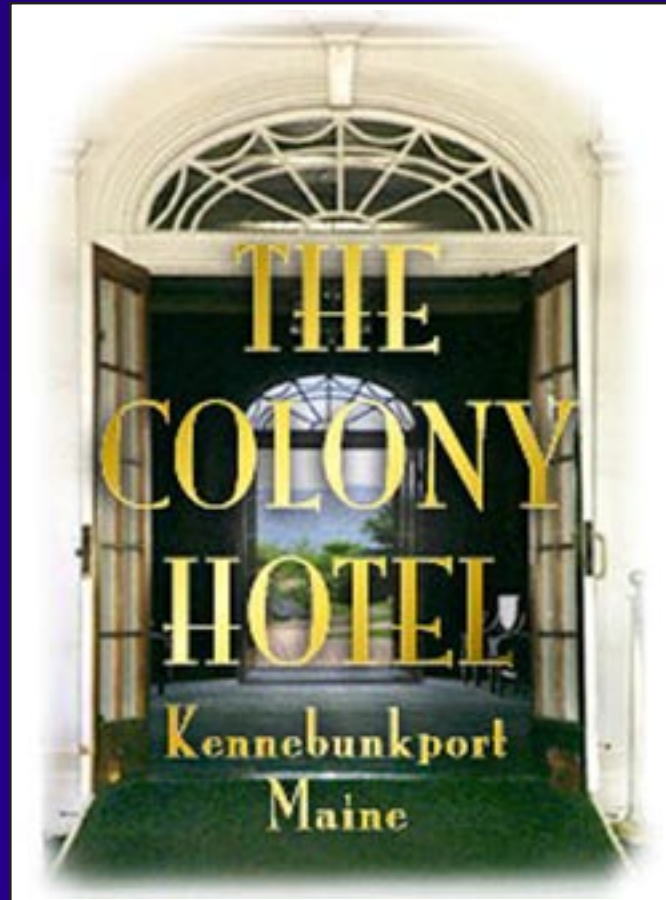
Cultural Creatives

**50 million people are changing
our world and our marketplace!**

Are we ready?

Presented by: Glenn Rudberg

Some Are!



WHO IS THE CULTURAL CREATIVE?

- First identified by Paul Ray, Ph.D. and Sherry Anderson, Ph.D.
 - Hundreds of focus groups and 100,000 attitudinal studies
 - Authored The Cultural Creatives, Harmony Books, NY 2000
- A very diverse group of individuals who share a set of values
- Values centered individuals who act on their authentic beliefs
- Represent 50 million Americans
- They believe in their ability to affect change
- They're influencing the world and the marketplace
 - Organic and natural products +
 - Non-profits +
 - Traditional fast food -
 - Travel experience +

One of Three Attitudinal Segments

- **Moderns** - accept and embrace the culture as it is today
 - 50% of the population and steady
- **Traditionals** - are negative on today's culture and want to go back
 - 24% of the population and declining
- **Cultural Creatives** - embrace the journey & seek a better way
 - 26% of the population and growing

Not a demographic segment

- Reflect our population (age, income, geographic, politics, & race)
 - The only demographic differentiation is 60% are women

MODERNS – WHO ARE THEY?

Moderns - Accept and embrace the culture as it is today

- The “normal” culture found in the office building
- Take for granted the rules we live by
 - Usually don't see the alternatives
- Goal driven – value financial success
- Appearance and status is very important

A few examples...

- Stance on women's issues: Equal pay & dual income is a good thing
- Stance on health: Work out, get strong, fix it when it's broken
- Stance on brand purchases: Buy what's popular and what fits in

Traditionals - Believe society is going the wrong way!

- Desire to stop societal change
- Focus on the home and family not on outward success
- Don't deviate from norms – don't want to break the rules
- Not just social conservatives (New Deal Democrats, rural)
- Fend off the modern world that they find overwhelming & complex
 - politics, insurance, big business, government

A few examples...

- Stance on women's issues: Feminism is a swear word (traditional roles)
- Stance on health: Body is too complex. Never question their physician
- Stance on brand purchases: Buy what they know and what's safe

Cultural Creatives - Positive individuals who embrace their own personal journey!

- Seek new and unique ways instead of the “middle way”
- Reject materialism and externally oriented status – self actualized
- Seek authentic expression of their values and authenticity in others
- Are in relationship with and seek personal experience learning
 - Engage and seek out the “big picture”
 - But also believe that small is a beautiful thing
- Distrustful of large institutions and chains

Lack Awareness as a Whole People

- Most think their world view, values, and goals for the future are shared only by family and a few friends
- Modern culture confronts them every day and is not consistent with their beliefs

A few examples...

- Stance on women's issues: Value equality and honor "intuition"
- Stance on health: Self as expert (question traditional medicine)
- Stance on brand purchases: Seek unique expressions of authentic self
- Stance on travel: Seek unique experience - Avoid the tourist trap

Two Types of Cultural Creatives

Core

- 24 million (approximately half of the group)
- Writers, artists, musicians, alternative health care providers
- Stronger values around personal growth and spirituality

Green

- More secular and extroverted
- Tend to follow instead of lead
- Opinions and views are more pragmatic and maybe less thought out

Cultural Creatives Reject the Following

Manipulation and superficial glossing over of the issues

- Catchy ad slogans (advertising in general is suspect)
- Shallow or bullet “benefit” copy
- Manipulative media and headlines
- Limited access to learn more (they love to peel back the layers)
- A lack of a core truth or authenticity

Narrow analysis and linear thinking

Materialism and external displays of status

Being told what to do or “sold”

Being referred to as consumers – “that’s a minor part of my life”

A Relentless Commitment to “Discover” the Authentic!

- Informed and educated - in life and as consumers
 - Self as expert... want to “discover” on their own
 - Traditional experts are advisors and input is “considered”
 - Read labels, drill down deep on Web to get the real story
- Question status quo and other’s agendas - Strong BS detector!
- Desire quality and will pay for it if product reflects their values
- Trust is hard to earn but worth it
- Will want to know your personal story and journey
- Walk their own talk and expect that from others

Cultural Creatives Appreciate...

- Being treated as an individual person
- Small and unique
- Ability to discover their “own find”
- Stories (and the story behind the story)
- Depth of information
- Full disclosure - transparency
- Connection (to source)

Whole Process Learners!

Need to see the “big picture”

- Intimate, involved, and engaged learners
- Involved from the start, in the middle, and to the end

But they value the individual and his or her unique gifts

- Relationships are vital
- Need to connect with the source

Care deeply about community, social justice, and environment

- Concept of sustainability is very important
- Hold nature sacred

View personal experiences as a journey vs. achieving specific goals

LIFESTYLES OF THE CULTURAL CREATIVES

Books and radio (NPR... not TV)

Experiential consumers (workshops, discovery, vacations)

Appreciate stories that tell the big picture

Authenticity and quality

Careful, well-informed consumers and label readers

Foodies

Homes (older, private nooks... eclectically decorated interior nest)

Holistic everything (personal growth, alternative healthcare)

Volunteers

Start and End With the Truth – Authenticity is Everything!

- Share personal stories and your journey
 - Tell your full story, sign your name
 - Be transparent
- Clearly state your values and share examples - walk the talk
- Avoid “feature/benefit bullets” in favor of authentic stories
- Develop a one-on-one relationship
 - Find your “ethos” and be consistent (OK to be different)
 - Language should be first person
- Avoid manipulation

Allow Them to Discover You - Don't Sell or Tell!

- Help them see the big picture and connect to the source
- Provide information and more information if they want it
 - “Drill down” allows for self discovery process
- Remember they are the expert, not you
 - Encourage tough questions and respond accordingly
- Offer whole and sustainable solutions beyond product

Avoid the Classic Marketing Paradigms

- Create an educational and discovery experience beyond product
- Avoid simplistic financial promotions
 - Consider causal promotion or values integration
 - Consider social/environmental added value (5% days)
- Develop word-of-mouth programs
- Use media that allows you to tell a holistic story
 - Web, Print and PR instead of television
- Delight with creative and subtlety - hmmm, what's his agenda?

WHO'S DOING A GOOD JOB IN MAINE?

Some are Intentional...

Others are Intuitive...

All need to be authentic!

The obvious candidates...

- Mad Gabs
- Abacus Galleries
- Tom's of Maine
- Taggart Construction
- The Colony Hotel
- Flatbread
- The Resourceful Home
- Wild Oats
- Many MEBSR members

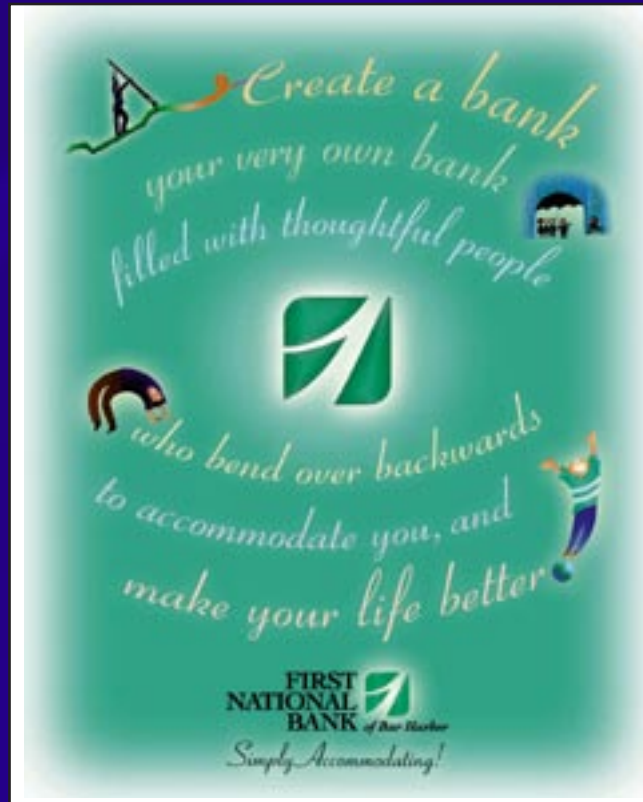
This is *not* only for the obvious consumer brands

Mad Gabs




WHO'S DOING A GOOD JOB

First National Bank - Find a new way!



WHO'S DOING A GOOD JOB


First National Bank



Walk into a First National branch, and you just might be surprised. We've long moved away from old style banking. Instead, you'll see a happy, comfortable bunch eager to lend over backwards for you. You'll see the stuffy suits are gone, the ties are off, and the wing tips and ridiculously uncomfortable pumps are history. Rather than impress you with fancy dress, we prefer to dazzle you with accommodating service and *First National Flexibility*. That's the professionalism that today's customers deserve.

(Like wingtips? Give us a call, we've got a slew of them for sale!)

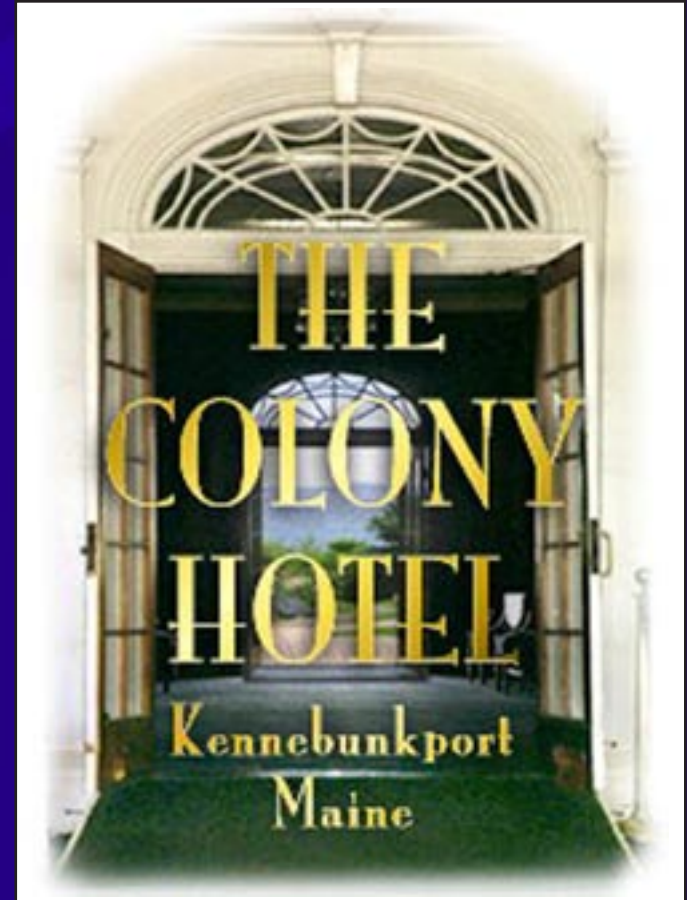
Simply Accommodating!
207.288.3341 | www.fnbbh.com

FIRST NATIONAL BANK 
of Bar Harbor
MEMBER FDIC



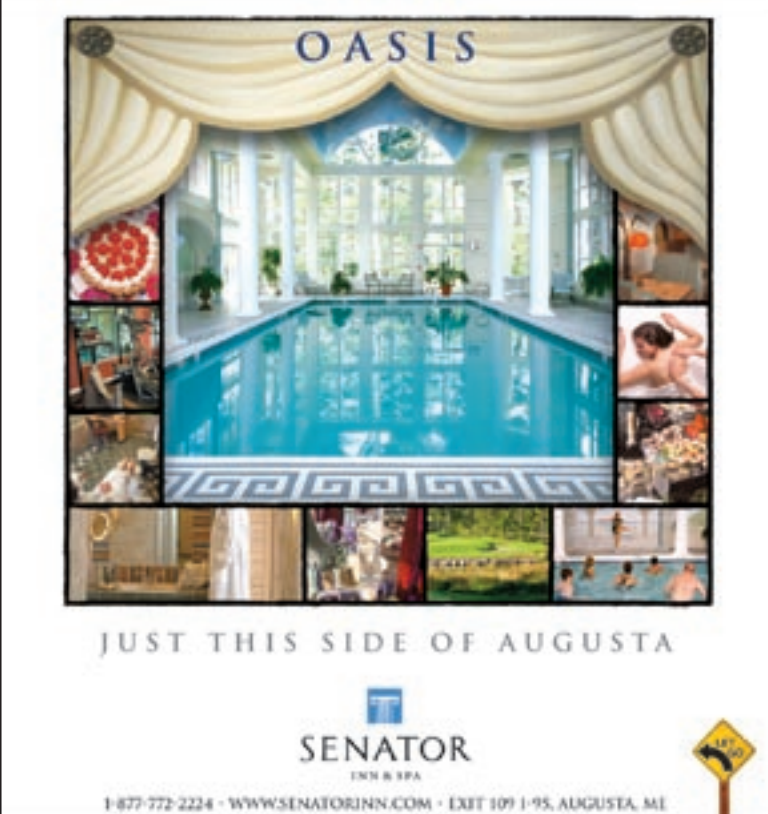
A Connection to Values

- Environmental commitment
- Organic gardens
- Boughton family independence
- Integrate experience
- Special quirks



A Full Service Spa in Augusta

- Leverage body, mind & spirit
- Boutique
- Women's getaway weekends (yoga)



OASIS

JUST THIS SIDE OF AUGUSTA

SENATOR
INN & SPA

1-877-772-2224 • WWW.SENATORINN.COM • EXIT 109 I-95, AUGUSTA, ME

LET US

The advertisement features a central image of a large, bright indoor swimming pool with a blue and white Greek key border. The pool is framed by white columns and a large, draped white curtain. The word "OASIS" is written in blue serif font above the pool. Below the pool, the text "JUST THIS SIDE OF AUGUSTA" is written in a simple, sans-serif font. At the bottom, the Senator Inn & Spa logo is displayed, followed by the phone number "1-877-772-2224", the website "WWW.SENATORINN.COM", and the address "EXIT 109 I-95, AUGUSTA, ME". A small yellow diamond-shaped sign with a black arrow pointing left and the text "LET US" is located in the bottom right corner.

Cloud 9 Restaurant

- Local artisans
- Vegetarian
- A new twist on old world
- Local ingredients
- Leverage independence
- Celebrate creativity

THE CASTINE INN

- Celebrate the authenticity of your destination
- Integrate the experience
- Cooking classes
- Local menu items



THE WORLD IS READY... ARE WE?

- Our society is changing
- They're ready for a different way
- They want authentic stories
- They will buy products if they can relate to them
- They want to hear about your personal journey
- They care about what you care about
- What a great time to be in business!!!

Blatant Advertising Section

For a copy of this presentation

207-775-4738

www.ethos-marketing.com

Click News and Resources

Click Cultural Creatives

Ethos - The distinguishing character, sentiment, or guiding beliefs of a person, group or entity.

www.puravidaspa.com