

6.0 YUPO AUDIENCE

The YUPO target audiences are divided into four clear markets, each having its own distinct qualities and needs. In addition to these four distinct markets, there is a general market with less specific needs. Because of these five different audiences, YUPO's messaging must be specific, targeting each one individually.

The following section explains YUPO's five markets and the characteristics and needs of each one. We ask that you keep this in mind when creating marketing for any of YUPO's audiences, to ensure the appropriate messaging for the appropriate audience.

Section 7.0 discusses YUPO's Brand Messaging. We ask that after reading about the YUPO target audiences, that you also read section 7.0 where we discuss the messages that need to be communicated, even if secondary, when marketing to any of YUPO's five audiences.

6.1 THE YUPO GENERAL AUDIENCE

The YUPO General Audience is the audience that has less specific needs for YUPO products than those of the individual target markets. This audience should receive marketing from YUPO that has a general message which could fall under many different categories. They may be first time customers, who do not fit the mold of one of the other markets, or distributors for a few different markets, thus needing a marketing message targeting their broad needs.

6.2 THE DESIGNER / CREATIVE PROFESSIONAL AUDIENCE

The YUPO Designer/Creative Professional Audience is a primary target market for YUPO and so the messaging must be clear and precise. These individuals are primarily interested in creativity and functionality. In order to break these designers away from their own artistic worlds long enough to take a look, a product and its message has to be noticeable and stand out from it's competitors.

Since YUPO is unusual just by its nature, a cool and unusual piece with the right message will convince designers that YUPO is the perfect paper for their next project.

YUPO's qualities of creativity, performance, innovation, distinction, uniqueness, capability, and possibility are all characteristics that will intrigue these creative minds.

6.3 THE PRINTER AUDIENCE

YUPO's Printer Audience may be the most difficult audience to convince of the benefits of YUPO. Often printers have been overwhelmed by the complexity of the YUPO product and have turned their customers onto another product instead. However, with a growing number of designers requesting it, there will be more printers in the future who will want to give this synthetic leader a try.

The average printer may care little about creativity, at least in comparison to his designer friends, thus needing a different message than they do. A printer may not be as concerned with how artistic he/she can be. Instead, the focus may be on reliability, accuracy, and profitability.

It is important to communicate to this audience that YUPO is a brand that is 'tried and true'. Yupo has worked hard to test and re-test their products and come up with ways in which YUPO prints successfully and without any problems. Yupo has a strong support staff that can provide any necessary help when learning how to print on YUPO.

Overall, this audience is the most difficult to convince of the printability and ease of use of Yupo, which is why consistent messaging is so important. YUPO's qualities of capability and partnership are the main messages of interest to these individuals, empowering them so that they can please their ever-demanding creative clients.

6.4 THE CORPORATE PROFESSIONAL / END USER AUDIENCE

YUPO's Corporate Professional/End User Audience is comprised of those individuals deep in the heart of the corporate world. These people often have a few more hurdles to climb for approvals, which makes messaging a bit more difficult to communicate than with the designer audience. Creativity and partnership are not always the incentives of these more practical individuals. This is why they need a slightly different message than the other two markets.

Function, cost, and quality are usually traits that the Corporate Professional/End User Audience is concerned with when looking for a product. They want a versatile, practical and fashionable solution that stresses value and performance.

This audience may also be a bit more conservative. They may be creative too, but it may get muted a bit by having to conform to corporate standards or go through group approvals. Messages that lack the eccentric style of those tailored to the designers may be a safer solution.

Overall, YUPO's characteristics of value, durability, high quality, permanence, performance, recyclability, and innovation are of interest to these corporate professionals.

6.5 TECHNICAL PAPERS AUDIENCE

YUPO's Technical Papers Audience is comprised of those individuals within a corporation, yet not usually creative designers. They often are engineers, packagers, technical managers, buyers, or brand managers.

Similar to the Corporate Professional/End User, this audience is interested in function and quality over anything else. They want to make sure that the YUPO paper product is the best solution for them from a technical standpoint.

Careful and precise marketing emphasizing function, detail, ease of use, and full technical specifications will be of the most interest to this audience.