



The Gucci Girl



How many times have you thought, “I wish there was someplace where they really understood what I’m all about, someplace that really suits my style.”

Sounds simple. But identifying and filling that niche to the satisfaction of a target market, is a little more complicated than a ham sandwich on rye. It requires aligning your image to meet the expectations of your chosen market.

There’s the socio-economic groups that I call Rolex (high-end consumer), Swatch (middle price-range consumer), and Timex or (price-conscious consumer). But in reality, the three groups do not necessarily align with demographic groupings pertaining to income or education; but in many ways coincide more with the psychographic aspect of the consumer identity. More how someone sees themselves, their opinion or perceived social status.

Granted, the Rolex consumer will require the income level to sustain his or her buying habits on an ongoing basis, but many consumers imagine themselves in that group, and in some cases will justify buying well beyond their practical means to allow themselves to satisfy their perception or image of being a Rolex owner. (Remember Henry Johnson? “I’m in debt up to my eyeballs, somebody help me – please”)

Recently I was standing in line at the bank waiting my turn and doing what I always do “consumer observation.”

I noticed a woman that was a couple of liner-uppers ahead; very fashionably dressed and coiffed, draped in mostly designer gear.

From head to toe she epitomized Prada, Gucci, and DKNY just to name a few and dangling from her fingertips was none other than a Gucci shopping bag.

Wait a minute.

It occurred to me that in all likelihood that there stood not one Gucci store between her and me and the city of Toronto. Yet there in the bank lineup in beautiful downtown St. Catharines she stood carrying what appeared to be (at closer scrutiny) a slightly worn Gucci shopping bag.

Ah ha!

In fact doubtless, the majority of the outfit was faux. The fact that she carried a Gucci shopping bag was her billboard saying, “I’m a Gucci girl.”

To market or sell successfully you need to recognize who your clients are and how they perceive themselves.

Recall the last time you entered a business, where you felt absolutely comfortable. You identified with the look, the lighting, the music in the background, the friendliness of the proprietor or staff, and required little convincing to stay or buy. In fact, think about those places and how you have raved about them to your friends and business associates.

That is the concept or image that makes us respond and helps creates “the will to buy”®.

Keep in mind that when I say image, I am referring to a created or imagined atmosphere that fits with your target markets vision of themselves.

This vision is what consumers expect of your company; your image. You need to create a special place in their mind that aligns with and is consistent with their self perception while satisfying their needs and giving them a reason to choose you over the competition.

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