



In 1983 two dynamic individuals joined forces to create Adrian and Evans, Inc. These two individuals bring to their partnership a unique blend of creativity, energy and experience.

Adrian Butash's career encompasses 20 years of innovative marketing, advertising, public relations and publishing experience. He was the principal executive behind the successful introduction and marketing of Fortrel and Trevira fashion fibers. He was president and publisher of *American Fabrics and Fashion* magazine. He was business manager for actresses Marisa Berenson and Tamara Dobson, comedians Allen & Rossi, rock star Michael Quatro, novelist Gerald A. Brown and represented Muhammed Ali for TV commercials. Mr. Butash was also a marketing and art consultant for the Lake Placid Olympic Organizing Committee. He is a member of the

Fragrance Foundation Advertising Committee and a topnote award winner for advertising on the Takasago fragrance campaign which he created.

Joan Evans received her Bachelor of Science Degree in Psychology from New York University and began her career in fragrance evaluation at International Flavors and Fragrances. In 1969 she joined Universal Oil Products and was promoted to vice-president, fragrance evaluation worldwide. She later developed sophisticated marketing and consumer research departments for two of the largest international fragrance and flavor suppliers, Naarden International and Firmenich U.S. A skilled writer, she has written articles on fragrance for all the major trade journals. She is currently working on several books, among them a racy novel about the fragrance industry.

# Breakthrough Creativity and Psychographics

By Adrian Butash and Joan Evans,  
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**Joan Evans:** Some of you may wonder why we've named our agency "Adrian and Evans" since it's his first name (and we all know that's a girl's name anyway) and my last. The fact was simple. Calling ourselves Joan Adrian made us sound like a beauty salon.

**Adrian Butash:** Using both last names seemed to closely resemble a Hungarian Restaurant. Thus, we took two disparate elements, a last name and a first, and made it an agency.

**J. E.** This was our first exercise in Breakthrough Creativity. This kind of 'unorthodox' thinking has led us to many good problem-solving solutions.

**A.B.** When Joan and I formed our business, we asked ourselves what the major problems were within the industries in which we worked—in-

dustries which primarily focus on image-related products: fragrance (of course), fashion, beauty, wine, champagne, cognac, publishing or others.

**J.E.** We learned that the two most important areas a company faced were achieving fast solutions to their problems and developing solutions and ideas which were fresh, innovative, and preemptive.

**A.B.** In order for us to deliver "breakthrough thinking," we first had to isolate key areas which we believed would impact the future of all business since our philosophy is based on the belief that the future is more important than the past and will shape the innovation which business desperately requires.

**J.E.** We determined seven significant areas in which we now specialize. Each of these areas is



critical to all in this audience:

- Real creativity, a new way of thinking
- Sampling and innovative product promotion
- Computers, especially in the beauty and fragrance fields
- Color, its impact on products, consumer perceptions, purchasing motivations
- Video, new uses
- Psychology of smell
- New ways to analyze consumer attitudes, feelings, perceptions, a subject that we call Advanced Psychographics.

A.B. In the context of these subjects—the underpinnings of much of our creativity—people ask us what we actually do for our clients. Perhaps it sounds simplistic, but what we really do is to provide alternative solutions or solve problems. Every day. For the widest variety of assignments one could ever imagine: business assignments, creative assignments, technical assignments and research assignments.

J.E. Our tools are our minds and our expertise. We add to that some experience and knowledge within these subjects which we think will change the future and the face of the industries we mentioned. Fragrance, of course, is one of our main areas of focus and interest.

Thus, we'd like to discuss Fragrance Psychographics. It's a topic which is the foundation of how you market your products, to whom you market them, and the decisions that are made relative to elements of the marketing mix.

A.B. When we started to prepare this talk, we thought it interesting to write down what we thought might be some of the industry's shortcomings, what areas could be improved and are of specific interest to you.

J.E. For example, for marketers and perfumers alike, think about beginning the traumatic process of making a new perfume for some unknown target consumer. This is someone who's going to, ultimately, splash *your* scent all over his or her body and reap the glories or the consequences.

As perfumers, every day you're asked to make a creative, most intimate connection with the consumer through your art. Yet, how many of you actually have an understating of who that man or woman really is—for whom you are creating your "masterpiece," a scent which is meant to sell hope. And romance. And sex. And confidence.

A.B. Let me be more specific. The other day, in the course of working on one of our assignments, we were given a fragrance profile for a new woman's perfume. Leaving out points like the fragrance was supposed to be a creative fragrance breakthrough and yet smell like Shalimar(!), it

was the marketing strategy that made us pause. Let us read it to you:

J.E. "The woman who buys this fragrance will be between 18 and 65—although she could be younger or older. She is trendy and modern, and yet austere and conservative. She reads both the Scriptures and *Playgirl* Magazine. She is career-oriented but never loses sight of her seven children. She lives in an A or B county, makes \$25 thousand to \$95 thousand a year, and owns a Mercedes and a Chevy Hatchback." In short, this woman was the classic demographic creation. All things to all people, which sounds duly professional—and sometimes even logical. Except for one thing. This woman does not exist.

A.B. This kind of demographic profiling—which we know you all suffer through every time a perfume or product brief is proffered—is frankly "archaic thinking." These demographic dreams which simply do not exist turn out to be real demographic nightmares.

J.E. Adrian and I have concluded that far too many in this industry are determining its future on the basis of the past when its future should be determined on the basis of the future.

A.B. We're then asked what the alternative is if routine dependence upon broad demographic categories is not the way to understand one's market.

J.E. The alternative that we feel is imperative for this industry to consider is the use of Advanced Psychographics—the study of attitudes, desires and motivations. It's the difference between asking a woman her age or her feelings.

A.B. It's the discovery that there is a real need for a "fragrance psychology" which we have, at long last, begun to define. For example, it's determining that people of 16 and 65 though demographically far apart, often think the same way about a product or what they want from it, despite the statistical disparities.

In other words, in your next small study, instead of asking people the routine demographic questions, lie them down on a couch and ask them to tell you why they hated their mothers and what they feel about sex.

J.E. Good start, Adrian. But let's explain where demographics fall short. Think, for a moment, about what motivates a person to respond to an advertisement or even to the way a particular fragrance smells? Is it that person's income that is the motivator? Age? Profession? These things do matter, but only to a certain extent. However, what really matters is the way that a person "thinks" about things.

A.B. Consider for a moment the differences in women's ways of thinking about things vs. men's.



The way a male views a product or an advertisement, regardless of whether it is a product for a man or for a woman, is often very different from the view of his female counterpart. This male/female perception dichotomy may often be responsible for a product's failure. The creativity that goes into the development, positioning and advertising of that product far too often has taken only one gender position into consideration. Largely a result of the demographic analysis, this approach has little or no regard for the "mindset" of the consumer. In a male/female dual audience marketplace, these perceptions are not to be taken lightly.

J.E. For years, marketing people have fallen back on the complex demographic studies that indicate there are eleven million women between the ages of 25 . . . with household incomes of . . . etc., etc. This is the way it goes. An interviewer will ask . . .

A.B. "Madam, our demographic studies have indicated that you are the perfect target for our new fragrance. Tell us something about yourself."

J.E. "Well, I have 2½ children, I live 1.7 miles from my supermarket, I shop 2.4 times a week, watch TV 3.9 times a day and have 4.6 fragrances on my dresser. I also read the *Scripures* and *Playgirl* Magazine."

J.E. The problem with demographics is *not* that they are useless. Far from it. It's just that they far too often are used as if they constituted the entire essence of marketing data, when actually they should be used as one of many tools of marketing. Demographics is, especially for the fragrance industry, the "old" way to look at the marketplace.

J.E. Breakthrough thinking can encompass many areas, and one of the most exciting that we're working on is new insight into attitudinal analysis, or, as we call it, Advanced Psychographics.

Psychographics as we execute it offers marketers and perfumers a new creative tool. We view this valuable tool as a magnifying glass through which we can examine closely new aspects of demographics and human insight and expand our knowledge of the target audience toward the point that we can develop more meaningful and successful strategies for selling to it.

A.B. Psychographics. Imagine a map of America which is completely filled with millions of light bulbs. Each bulb represents a potential consumer. Demographically each exists. But, the lights are off since, demographically, the con-

sumer only exists in theory not as a physical, quantitative entity. Psychographics is the electrical energy that illuminates these bulbs, the psychological mindset of the individual consumer, which when triggered en masse lights up large numbers of population segments, that is, attitudinally "turns" these consumers on.

J.E. Let's talk about the men's market which, as we all know, has been a terrible disappointment. The big men's fragrance boom that has constantly been predicted has never taken place. The same fragrances that dominated the market a few years ago still dominate the market today. By now, even the most ardent believer in demographics—a factor which has weighed heavily in assessing and targeting men's fragrances—must be nearing disillusionment. Demographics has led marketers to men who seem to be potential purchasers, but who, despite the optimistic demographic indicators, are not getting out there and buying the stuff.

A.B. But what we've learned *psychographically* is that it is the woman who is the primary purchaser of men's colognes! We cannot stress enough the necessity of understanding the consumer's mindset before a marketer begins to develop, position and advertise products that meet *emotional* and *psychological* needs.

With regard to the men's market, all the demographics in the world have still not helped capture a market whose potential is still to be reckoned with. What we see after years of men's demographics leading the marketers down the department store and supermarket aisles is that the same kind of man who is using fragrance now is the same kind who was using one ten years ago. Some breakthroughs are really needed here.

J.E. Advanced psychographics—especially those which are created to focus on fragrance—lead us to ask the right questions and, thereby, gain profound insights which reveal new perspectives, fresh attitudes, innovative directions.

A.B. Here's an example of how we apply Advanced Fragrance Psychographics to an assignment to position and promote a new mass market cologne for men. We begin not by enumerating the theoretical number of turned-off "male light bulbs" but carefully analyzing the following:

- Who are the men that are already buying and using fragrances?
- What motivated them to buy or use fragrances in the first place?
- What keeps them buying and using fragrances?

In other words, we have gone beyond demographics as the common denominator and have



investigated in great detail what psychographics can show us.

J.E. As an insight into these human dynamics, we interviewed a group of men who are as different demographically as we could possibly find. The one common denominator among them was not a demographic but a psychographic—these men all loved wearing fragrances but for a lot of diverse reasons.

A.B. While these men were all self-purchasers of cologne—and all heavy users—they fell into no logical demographic pattern. They varied in age, in background, in ways that would drive a demographer's lover to drink! Imagine a construction worker, an accountant and an artist on the same panel with a teenager and a senior citizen. How could this be?

Conversely, we conducted another panel which was a demographic representation of every target male the men's market has ever aspired to. Imagine a stockbroker, a pilot, a financier, an interior decorator and a professional quarterback on the same panel. They too shared one thing in common. They *hated* fragrances. So much for demography.

J.E. The answers and insights into these findings lay in the Fragrance Psychographics of these consumers; we learned exactly what motivated their interests, the emotional psychology that made them tick, the feelings that unified them, mobilized them into action, their fears, their concerns, their desires.

A.B. Such insight can provide the creative mind with a golden opportunity to communicate with a customer on a new level, in a language that he or she understands and one which makes him or her ever so comfortable.

J.E. Have you ever asked yourselves why a woman actually chooses to *wear* a fragrance? It is precisely that "choosing" behavior that is a major key to selling a product. It's the emotional network of her responses that should guide the marketer and the perfumer—via breakthrough creativity—to push just the right buttons.

We were fascinated to learn that women clearly use fragrance for different reasons. And it is just those reasons, some of which she may be actually unaware, that determine whether she buys one brand over another. What reasons do people have for using fragrance in the first place? Certainly, their emotional reasons are far more important and take greater precedence than their vital statistics, such as age, income, and A or B county residence.

A.B. Another important factor in using psychographics is that while demographics are by nature unchangeable (except over the course

of time) psychographics are flexible. Not only are there a multitude of psychological aspects that play an important role in consumer motivations and behavior, the consumer is also psychologically changeable.

J.E. Once a woman is 36, she falls demographically out of the 18-35 age range and into the 36-49-year-old age range. Her attitudes and motivations, however, have no such age limitations. For example, Giorgio was automatically positioned to status-conscious women by the simple expedient of emanating from a boutique on Rodeo Drive, itself a symbol of status and wealth. Yet, as Giorgio so clearly proved, the relationship of status consciousness to actual wealth is irrelevant and demographically linking the two leads nowhere. It is obvious from even casual knowledge of the Giorgio customer that her true economic bracket may range all over the place, but her desire for status is a common denominator.

A.B. That Charlie was positioned as a lifestyle fragrance for young liberated women did in no way deter women of 55 from buying it as well.

J.E. Obsession's advertising, on the other hand, while psychographically inspired, is an example of a good thing gone haywire. Clearly, the advertising for Obsession arose from psychographic concepts since demographically there is no way to determine the current number of erotic people who might consider this kind of advertising a motivation to buy.

A.B. Some products determine their own demographics and, consequently, how can you set them apart from others of their ilk? How many men would continue to listen to a TV commercial that began with the words, "Is premenstrual pain getting you down?"

J.E. Would you read through an ad that began, "Now, get rid of those wrinkles forever" if you were 18 years old? Or one that said, "Are you happy with the yacht you own?" if you're a fragrance salesman?

A.B. Our primary point here is that, the obvious needs for demographics aside, we strongly contend that the future of real breakthrough marketing, creativity and advertising is in Advanced Psychographics. And for our own industry, Advanced Fragrance Psychographics.

J.E. Let's talk a bit more specifically about the future. We, at Adrian and Evans feel one must move beyond the details of product attributes, product claims, product usage patterns and demographics in the execution of marketing and advertising plans.

A.B. We use a variety of tools which help us reach toward new levels of problem solving and breakthrough creativity. One of the working tools



we'd like to mention, in the context of psychographics, is the VALS program which incorporates some newer theories on psychological and sociological developments.

J.E. The VALS program (SRI/Values and Lifestyles) identifies the nation's adult population through three primary broad consumer groups. These groups are called the need-driven, the outer-directed, and the inner-directed.

A.B. These three classifications of consumers are subdivided into a total of eight VALS types based upon scores of demographic and attitudinal items. Joan and I, with the help of our fine staff and other marketing pros in the industry, have been studying and interpreting VALS data in the new context of fragrance.

J.E. This we consider a breakthrough idea and, as a result, have put some real time and effort into developing and creating a new and exciting working tool for the marketers and suppliers in the fragrance and cosmetic industries. Our explorations and experimentations within this area are beginning to evidence some exciting potential in providing a vehicle and format for quantifying the heretofore unquantifiable—psychographic indicators that can impact, profoundly, the fragrance marketers' products and consumers.

A.B. Let us briefly explain the VALS breakouts and then the corollaries for fragrance that we are using as a marketing tool which reveals profound insights into consumer behavior vis-a-vis fragrance for men and women.

J.E. *Inner-directed consumers* are described as:

- Societally Conscious. Socially responsible. Like to live simply and support causes such as consumerism.
- Experimentals. Require direct experience and constant involvement. They're artistic, experimental and highly participative.
- I-Am-Me's. Young, narcissistic, fiercely individualistic and very inventive. Often children of achievers.

A.B. *Outer-directed consumers* include:

- Achievers. The leaders in business, government and the professional. Affluent and able, they like the good life, comfort and all things material.
- Emulators. Ambitious, upwardly mobile and competitive. They want to make it big.
- Belongers. Traditional and conservative. Desire to fit in, not stand out.

J.E. *Need-driven consumers* are pictured as either:

- **Sustainers.** Relatively young, angry, on the edge of poverty, and willing to do anything to get ahead.
- **Survivors.** The old, the poor, the depressed. Far removed from the cultural mainstream.

A.B. How can this information be used? And how can it be helpful to you in this audience? By establishing fragrance usage-preference-need criteria against the VALS classifications, we are able to "interpret" the VALS quantifications of the consumer market just as VALS "interprets" by their special criteria and quantifies psychographically the demographics of the consumer universe.

J.E. Let me elaborate on that. Some of the more common demographic target definitions such as women 18-49 years of age, attended/graduated college, \$25,000 or more household income and professional/managerial classification can now be extracted from the VALS eight marketing segments. The interpretation of this data can be put into fragrance specific classifications of a new psychographic order which we have developed.

A.B. We suggest that—just using the VALS criteria as an example for a moment—you begin to ask yourselves these questions about your target consumer or your current consumer.

J.E. Is he or she . . . Inner-directed? Outer directed? I-Am-Me? or, an Achiever?

A.B. What advertising approach for your fragrance is most appropriate to each of these groups? And where does your fragrance fall?

J.E. What elements of the fragrance presentation, visual and verbal ingredients, ring most true for each of these classifications?

A.B. What elements within your fragrance or cosmetic advertising negate interest on the part of various VALS groups?

J.E. What can you change in your advertising, visually and verbally, which will open up your positioning to a wider spectrum of consumers.

A.B. This fragrance psychographic "overlay" to VALS is one new breakthrough area we are pioneering. We avoid the unworkable ideas or logic-deductions, the two polarities of mediocrity in the marketing and advertising of products. We use the fragrance psychographics as an invaluable creative tool toward focusing our breakthrough problem-solving in a constructive way.

#### **Acknowledgement**

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