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brand zealots

**client:** Charlie Brown's Steakhouse

**from:** MRA

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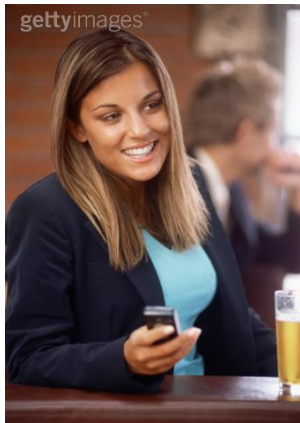
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### Target Audience – A Day in the Life Of

#### The "Happy Hour Crowd"

- o Single men and women
- o Ages 25 – 34
- o Social
- o Value-conscious
- o Enjoy socializing after work for appetizers and drinks at local restaurants near their offices or homes.

#### A Day in the Life of Alexis Carr and her Co-Workers



Meet Alexis Carr. Alexis is a 28-year-old single woman living and working in Fairfield, New Jersey. Alexis grew up on Long Island and attended NYU, where she received her Bachelor's degree in Finance. Alexis now works at an Investment firm in Fairfield, where she lives.

On this particular Friday morning, Alexis wakes up at 6:00 am, as she does every weekday morning, and runs around her neighborhood for 20 minutes while her morning coffee brews back at her apartment. She finds early morning motivation in the music she recently downloaded from Apple iTunes that she listens to on her video iPod as she runs.

After her run, she showers, gets dressed, and has breakfast while listening to her favorite hip-hop radio station. With a travel mug of coffee in her hand, Alexis jumps into her Nissan Altima to begin her commute to work. Her morning drive in rush hour traffic lasts only 15 minutes as she drives to the business center where her office is neatly cushioned in between doctor's offices and law firms, is across the street from a Target, Kohl's, Chili's, Charlie Brown's, and down the street from the local shopping mall. On the way to work, Alexis sings along to the songs played by her favorite hip-hop radio station.

Alexis works diligently in her cubicle from 9 am until noon, answering client emails, scheduling meetings, and checking stock market information online. She gossips with her co-workers about CBS' "American Idol," US Weekly's newest celebrity gossip, and the designer handbags available at Macy's Online at discounted prices. At lunchtime she walks to the nearby local sandwich shop with her co-workers Andy, Ben, and Missy, where they each take turns venting about their most recent dating entanglements. Alexis and her co-worker Missy dine on low-fat salads and chicken wraps, water, and Snapple Ice Tea, while Andy and Ben order a burger and a Reuben, which they wash down with Coke and Sprite. While the co-workers enjoy their lunches, Andy discusses his hopes

for the World Series, his decision to purchase tickets to the Mets – Braves Game, and an interview he recently saw on ESPN with Barry Bonds. Ben flips through a copy of the New York Times that a previous patron left on their table, Missy talks about an upcoming road trip to New York City she will be taking with her best friend from college. At lunch, the four co-workers plan to spend their traditional Friday happy hour at Charlie Brown's, where they will unwind after a long work week with a few drinks and appetizers.



On their way back to their office, Andy, Ben, Missy, and Alexis stop at Dunk 'n Donuts, where they pick up some iced cappuccinos and Coolatas and then return to their respective cubicles until 5:00. At 5:00, each of the co-workers drives their cars the short distance down the street to Charlie Brown's. As Alexis slowly drives her car around the parking lot, searching for a space in the crowded lot, she wishes she had taken Ben's suggestion of carpooling. Once inside, she sees that her co-workers have already found spots at the bar. Alexis passes the five or six booths and sits at the bar. Her co-workers are situated

between three nurses from a nearby children's general health practice and two pharmaceutical sales reps in town on business that are staying down the street at the Courtyard Marriott.

Alexis and her co-workers order drinks right away. Missy selects an Appletini, Ben a Sam Adams, Andy a Labatt Blue, and Alexis, her signature Raspberry Margarita. One round of drinks later, they order the Charlie Brown's sampler platter (to accommodate everyone's cravings) and try the New Three Cheese Crab Dip. The foursome vents about the stresses of their workweeks, and while Ben and Andy discuss the baseball game being played on the large plasma TV above the bar, Missy and Alexis plan to go to the movies on Sunday to see the new Brad Pitt movie. The co-workers then wrap up their happy hour festivities around 7:30 pm and head home.

On her way home, Alexis passes a wrapped bus advertising a local car dealership and wishes she could buy a new car. She is considering starting a savings account for such a purchase. Still, she realizes that instant gratification and her obsession with shoes will delay such a mature course of action, and she ponders the timing of her next shopping trip into the City. Once at home, she settles in to watch half an hour of the local news before falling asleep at the end of a long day.