

JD·WILLIAMS



JD Williams

JD Williams is an inspirational fashion and lifestyle platform for Midlife women.

JD Williams focus on midlife women sets them apart from the masses; talking to midlife moments that matter to her, that other brands shy away from, all the while inviting her to a shopping destination where she can browse everything from apparel to tech, to homeware and gifts that have the wow factor – all designed with her in mind.

JD Williams are dedicated to curating a range with midlife women in mind. No one other retailer is really prioritising or showing her in a positive light, until now.

About the customer

She's a midlife woman (age 45-65) who seeks style and value. She knows what she wants in life and is at the heart of it all. She craves inspiration and is looking for affordable style.



Insert Type

PD's Catalogues & Statements.

Target customers

A mum, living with a partner and a dog, with older children who have either left home or if they are still living with parents, are likely to be 15+.

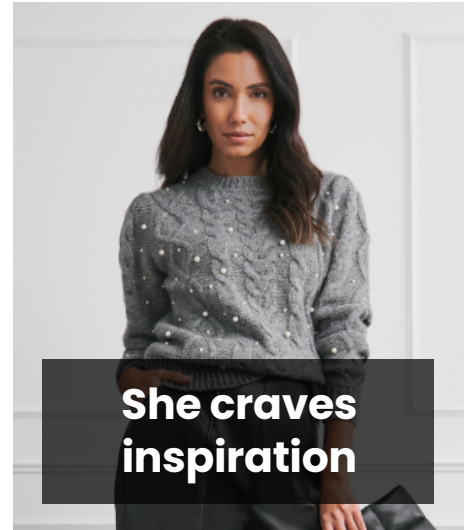




She knows what she wants



She wants affordable style



She craves inspiration

You Tube 

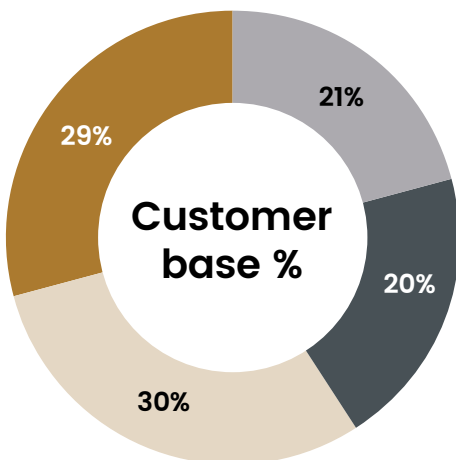


Watch our winter fashion TV Ad





https://www.youtube.com/watch?v=mOQ_yWcdynM

Watch

Demographic information

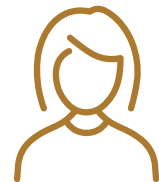


Age

-  <40
-  40-50
-  50-60
-  60+

Gender

88%
Female



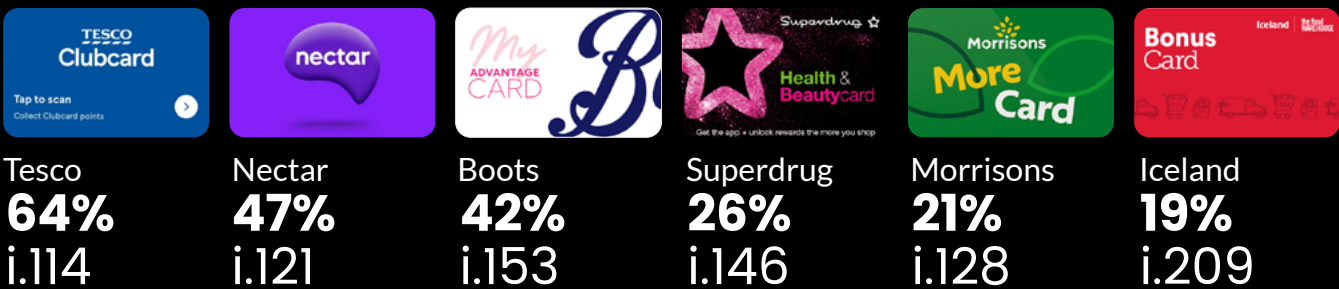
Social demographic:

C2DE

Top 3 supermarkets by index



Retailer and loyalty cards



Source: TGI GB 2023 April (March 2022 - February 2023)
Sensitivity Score vs NBR brands with Jacamo on 2/3 and JD Williams on 3/5

Mosaic Segmentation



Recommended for:

- Health / Wellbeing
- Food
- Travel
- Financial
- Noncompeting retail / mail order
- Pets
- Charities
- Outdoors

Media

Our JDW target is a heavy consumer of media but her biggest over indexes vs the nation are traditional TV, magazines and addressed mail. When it comes to social media, she's Facebook first, followed by Instagram, then Pinterest.

Social



Facebook
80%
i.112



Instagram
44%
i.164



YouTube
41%
i.76



Pinterest
24%
i.150



X
18%
i.63



LinkedIn
10%
i.58

Television programmes



Britain's Got Talent
30.2%
i.186



Coronation St
31.9%
i.232



Saturday Night Takeaway
29.7%
i.221



Vera
29.5%
i.167



The Masked Singer
24.6%
i.197



Call The Midwife
Strong Crossover

Television channels



ITV
62% i.131



Channel 5
37% i.148



ITV Be
4.7% i.155



Health & Wellbeing
23% i.164



Chat Shows
44% i.164



Soaps
44% i.164

Radio



Heart
24% i.143



Smooth
14% i.147



Absolute Radio
9% i.172



Opportunities

	Weight (g)	Size	Av Vol
Catalogues*	30	262 x 189	31,000
PD's	Variable	Variable	60,000
Statements	40g	Fit into C5 envelope	70,000

*Catalogue sizes vary by month, please check with your account manager.

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