

Essence



Think of them as:

core cultural attenders



3,841,900 adults in UK population

Essence consider the arts and culture **essential to their very being**. Culture is a way of exploring the world and reflecting on meaning, as well as providing **deeply emotional connection**.

High-quality culture is their primary concern. They're therefore **confident** and **knowledgeable** and don't see popularity as a signifier of quality, so can be dismissive of things they believe to be too mainstream or unsophisticated.

I'll be the judge of that

Most likely to say...

Least likely to say...

What would you recommend?

**Discerning
Confident
Independent
Arts-essential**

Attitudes and life priorities

Exploring

Arts and culture

Lifelong learners

Important experiences

“If it doesn't make me want to cry then it is kind of a waste of money.”

Capturing their attention

Essence view marketing as **for other people** who need it more than they do. They are far **less likely** than the other segments to **read marketing copy**, so extended prose for their benefit could be wasted effort.

They're so **fiercely independent**, they almost make a virtue out of not being influenced.

Messaging should focus on...

Highlighting quality and sophistication

Acknowledging their discerning knowledge and interest

Presenting opportunities for taste development and challenge

Top tip: They have a low tolerance for amateur arts for their own consumption, favouring quality of process and substantial content and rigour. The principal way they would bond with an organisation is through access to the artist, or artistic staff or privileged access to information and booking.

Where to find them

- Proactively keep themselves up to date with what's on.
- Report the highest use of venue websites.
- Like to feel informed – listen to radio and read newspapers.
- Favour 'infotainment' over pure entertainment - least likely to read tabloids.

'I like supporting [the organisation] because I think it is worthwhile and it is a really good institution. Membership has benefits but I have never used any. That is not the reason I joined.'

And if they don't already attend?

While Essence prioritise arts and culture for the deep personal benefits it affords them, that is not to say they will have visited every venue or even experienced every art form. There will be Essence audiences who primarily get their fix through museums and galleries and are less frequently found in theatres – and equally those for whom theatre is life itself and galleries a more occasional visit. However, they understand the intrinsic benefits of a range of artistic expression so signposts of quality and credentials will increase their likelihood of visiting.

Building relationships

Essence are not acquiescent or natural joiners. If they do join a scheme it will often be because **membership is a pay gate** between them and what they need - tickets or early seat selection. Essence have a **singular personal agenda**.

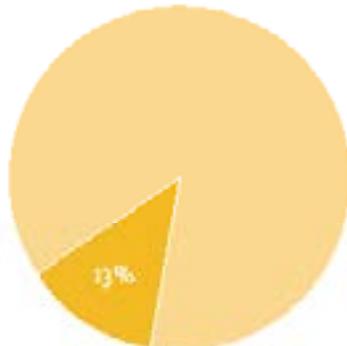
That's not to say they can't develop a deep affinity and connection. They are also believers in the **important societal role** arts organisations play. They think it's important to allow access to many different kind of artistic expressions and to all citizens and this will include **involving the community** in creative endeavours.

Expression



Think of them as:

'people' people



5,549,500 adults in UK population

Expression are 'yes' people. They're **full of enthusiasm** with varied and eclectic cultural tastes. They're in tune with their **creative side**, are fun-loving and see culture as a way of **broadening horizons**.

They enjoy activities that help them **connect with and share experiences** with others. They are community-minded and, as such, put a high price on **inclusivity**. They like to be sure that everyone is welcome to enjoy the benefits of engaging.

Use it or lose it

Most likely to say...

Least likely to say...

But what's in it for me?

**Receptive
Community
Nurturing
Generous
Committed**

Attitudes and life priorities

**Living life to the full
Community and family
Arts, crafts, culture,
creativity, nature**

“For me, it's really important to create memories with friends and family.”

Capturing their attention

Expression don't like being 'marketed to' because they want to be inside, and **part of the conversation**. They don't want to be advertised to, it feels impersonal. They want an **emotional, personal connection** with organisations – more like a friend.

Marketing needs to actively demonstrate a **desire to welcome** the widest possible audience.

Messaging should focus on...

Debates and discussion

Building networks that appeal to their community spirit

Highlighting the opportunities for participation

Top tip: Expression are often visually driven. Organisations must make sure marketing has beautiful, natural images. Being people people they also like to see close up faces of artists

Where to find them

- Often feel they don't receive enough information about what's on.
- Take note of things they see advertised when out and about.
- Engage with local area Facebook groups.
- Radio is particularly popular – especially local stations.
- Their newspaper readership (including print editions) is higher than average.
- Above average readership of magazines, including TV listings and Home magazines.

Building relationships

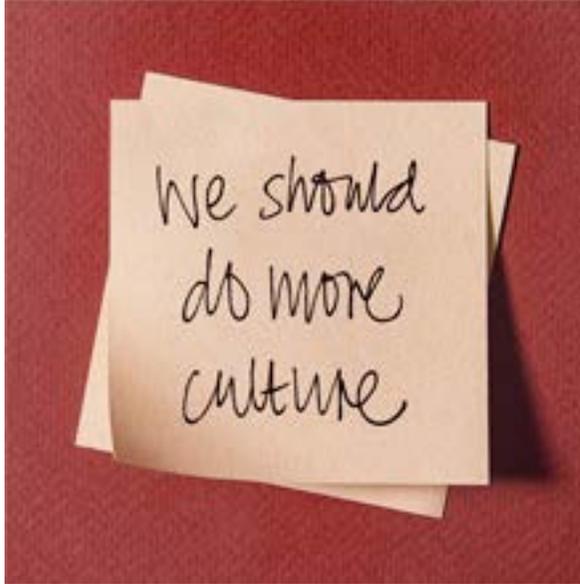
Expression have a very strong sense of **civic responsibility** with a natural in-built predisposition to support non-profit organisations. Organisations who are doing something that promotes egalitarianism, access and democracy command more of their support.

Expression is the segment **most likely to say nice things about you, to join, to donate, to volunteer**. There may be a personal motivation, but it's also their duty: they're people who put their hands up for things. They feed off the **social nature of such interactions**: meeting other volunteers and the people they're helping. They're **network people** and want to be part of something bigger.

And if they don't already attend?

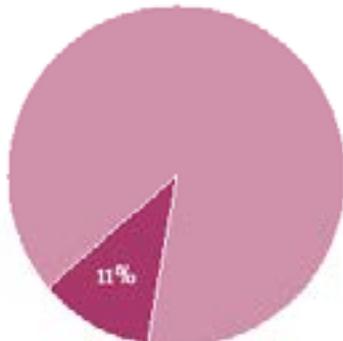
Expression talk about the arts brands they love in terms of their diversity, creativity and inclusivity. They eulogise about live experiences with wonderful artists, shared with others. However, they may be wary of going places or joining in things that appear to be for those "in the know". Arts brands who appear to privilege quality over openness and inclusion may not be their first port of call. There are plenty of other opportunities through organisations who are more embedded in the community, go out of their way to offer access points and welcome the less initiated.

Affirmation



They're the one's for whom:

nothing happens by accident



4,695,700 adults in UK population

Affirmation are perhaps the most **conscientious** of the segments. They're likely to have made a **deliberate decision to embrace more culture**. Culture is an important and worthwhile activity. Going to a museum or a play is a **commitment to personal well-being** that should be prioritised. They feel that culture is a **commendable pastime** and are keen that they do the right thing.

It's on my bucket list

Most likely to say...

Least likely to say...

C'mon - let's just take a punt!

Self-identity
Improvement
Motivated
Considered
Diligent
Time well spent

Attitudes and life priorities

Personal development

Doing the right thing

Quality experiences

.....
“It's important to get information as far in advance as possible. Planning is the first word.”

Capturing their attention

Affirmation need **plenty of endorsement** and supporting evidence. **Word of mouth** from a trusted friend would be the ultimate validation. But TripAdvisor, press reviews, and star ratings, will all **assure Affirmation that there's no risk** something's going to be a dud. Once they have decided, they want to be sure to have the best experience. The **devil is in the detail**.

Messaging should focus on...

Offering loyalty schemes and 'clubs'

Letting them know know early about forthcoming events

Promoting benefits as being both entertaining and educational

Top tip: Membership may provide Affirmation a way of getting even more value. They will initially join to gain personal benefits but as a segment looking for ways to feel good about themselves, a membership card fosters a sense of affiliation

Where to find them

- Highly motivated when it comes to keeping up to date.
- Use online sources extensively - customer review websites.
- Word of mouth is important - look for independent, unbiased endorsement.
- Have high newspaper readership and often use listings magazines and websites.
- Significantly more likely than average to pay attention to posters and billboards.

Building relationships

Like most of us, Affirmation want to feel **confident and dignified**. Museum interpretation for example should **make them feel smarter**, not reveal their ignorance. Signage, cloakroom facilities, clear seat reservations and great customer service should guarantee the trip is a success, not make them feel like a fish out of water. Affirmation will **return to organisations they trust to deliver**, so a little thought about **making people feel comfortable** goes a long way.

Souvenirs, programmes and other take-aways provide a reminder of positive experiences and a feeling of having done a good thing, but do need to be **worth the money**.

And if they don't already attend?

Affirmation are constantly shortlisting what to do, with a rolling list of potential things that would be worthwhile. The challenge is to make yours the best choice. When reaching them the first time, risks need to be managed. Affirmation is the segment that does nothing by accident and makes carefully judged decisions. Marketing needs to present a place as welcoming, something they can identify with, and somewhere they can see themselves going. However, once they are familiar with something, they add it to their repertoire, because it's a known entity and they know what they're going to get.

Enrichment



They're the ones who:

see the present through
the lens of the past

7,257,000 adults in UK population



Enrichment tend to be lovers of history with a **respect for the past**. They are strongly **independently minded** and exert their right to be **cautious**. They tend to have established tastes and habits and know what they will enjoy. Enrichment will look for **the thread that links them** to what went before.

When it comes to art and culture Enrichment veer towards things they believe to have **stood the test of time**.

It's stood the test of time

Most likely to say...

Least likely to say...

So much better than the original

Tradition
History and heritage
Conservation
Nostalgia
Learning

Attitudes and life priorities

Understanding the past

Arts and crafts

Home life

Nature, gardening

Lifelong learners

“If it shares the insights and they are accurate, then I know I am on a good path.”

Capturing their attention

Enrichment don't like the idea that marketing will trick them or manipulate them into buying something. They look for **plain English information** that **supports the quality** of the product.

Due to their cautious nature, try before you buy, clips, excerpts and thorough information will **reassure them**. They are also **price sensitive** and often **assess value for their money** and want to know exactly what they're investing in.

Messaging should focus on...

Focusing on nostalgia

Highlighting the traditional and established

Providing good value for money

Top tip: For those in invested loyal relationships, the opportunity to volunteer could provide a way of doing something sociable that is aligned with their preferred pastime.

Where to find them

- Typically less digitally engaged and the least likely to use content sharing sites regularly.
- Less motivated by the idea of being up to date.
- Newspaper readership is below average but radio listening is higher.
- Least likely to be on e-mailing lists
- Visits to organisations' websites are usually to plan for an already chosen visit.

Building relationships

Enrichment are not looking to broaden their horizons and will **remain loyal** to the **organisations that feel most relevant** to them.

Membership too is a route to closer engagement by providing **increased value** – either monetary or through additional benefits, rewarding expert opinion and information.

'A little bit more interpretation would have been good - I like being talked through artworks by guides. I want to relax, reminisce and have a good-value day out.'

And if they don't already attend?

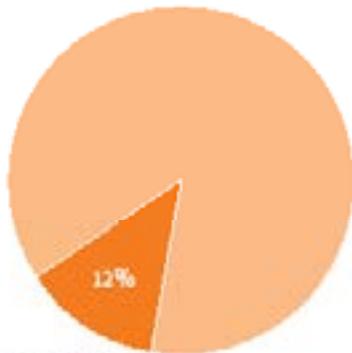
This segment are likely to have a small number of organisations they know to cater to their needs. Their caution also makes them less frequent attenders than some of the more prolific segments and they have lower levels of secondary spend. Reaching the non-attending Enrichment will be all about convincing them of your personal relevance to them. Overtly showing them the unbroken thread of history that connects things. Risk will be mitigated by providing details of what to expect, any clips or try before you buy opportunities available and introductory offers.

Stimulation



They're the ones who:

are all about 'the big idea'



5,122,600 adults in UK population

Stimulation are an **active** group who love adventure. They are all about **big ideas** and are looking for something **'out of the ordinary'**. But they also attend cultural events for the **social experience**.

Stimulation are **independently minded**. They are happy to stand out from the crowd if it shows them to be **ahead of the curve**. They **aren't drawn** to the **very mainstream** as they like to be the one making the discoveries.

What's the big idea?

Most likely to say...

Least likely to say...

Are you sure it's safe?

Active
Experimental
Ideas
Social
New

Attitudes and life priorities

Enjoying life, going out

Taking risks

Contemporary culture

Food and drink, live

music

.....
"I like to go and see musicals but I like to go and see edgy things as well. I like to go and see things that I just wasn't expecting."

Capturing their attention

Stimulation enjoy **marketing as an art form** in its own right. If it's clever, or beautiful, or visual, they'll **viral** it to everyone. But if it's lame, they'll also viral it to everyone. Marketing needs to **highlight** the thing that makes it **incredible and different**. But **no spoilers please** – don't give too much away. Intrigue them and **spark their interest** but the “reveal” should happen during the visit

'You get to be like, 'it's only here for one more week, we have to go now,' and it creates that sense of urgency, rather than [the exhibitions] that are there forever, and you [...] go 'we'll go next month.'

Top tip: Stimulation will associate with brands and activities that align with their own self-image. Aware of how they're perceived by others, cultural experiences can be great conversation starters and reflect well on them. Their early adopter nature also means they make good brand ambassadors.

Where to find them

- Have high digital engagement, making them easy to engage online.
- Typically very active on social media.
- Pick up free print publications and listings magazines
- Radio listening is average, but take note of coverage relating to what's on.
- Pay attention to outdoor advertising, particularly posters and billboards on transport networks.

Building relationships

This segment typically has a slightly lower attention threshold and can be **distracted by something newer** or shinier on the horizon. However brands they identify as keeping things interesting can develop relationships with this segment. Membership that doubles as a pass into **new and extraordinary** experiences may **increase the loyalty** of an otherwise **promiscuous segment**

And if they don't already attend?

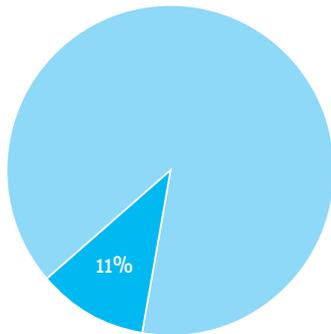
They are always on the look-out for new and extraordinary experiences. They will be open to most art forms but will need their attention grabbed. A new venue should simply invite them before everyone else catches on. For all those who have made it inside and can see that what you do is radical and a great experience, there will be more who have assumed you're perfectly good but run of the mill. Clear articulation of what makes your experiences special and a strong, confident brand is needed. Stimulation like spectacle, they like happenings, they like fireworks going off, they like it pop-up. They like it to be after dark, on the roof or in the basement, starting at 10 o'clock.

Release



They're the ones who:

always think they're too busy



4,695,700 adults in UK population

The Release segment is looking for **escape** from the stresses of everyday life. They can feel a little under siege from all the different pressures and **conflicting demands** on their time. For some, these conflicts may be reality, but often being in the Release segment is more **a state of mind**. It is the **feeling of being time-poor**, rather than the actual fact of not having any time.

We should do this more often

Most likely to say...

Least likely to say...

There's plenty of time

Attitudes and life priorities

Work, home and family

Relaxation

Juggling commitments

Entertainment

“Getting away from my everyday life and feeling special for the night.”

Capturing their attention

For Release you have to assume you have just one shot at **capturing their attention**. Put it all on a plate, with multiple reasons to go – and a **hard stop call to action**. If it is only happening this week make sure they know.

Highlight multiple benefits – maybe an activity to entertain the kids is also a great chance to catch up with neglected friends (and it's guaranteed their kids will like it too).

'Nice attraction and learning experiences for my family. In theory, we would try new stuff - we should visit more.'

Top tip: Release may not be the first port of call to build a supporter base. However schemes that reward return at the same time as providing concierge-style services could help keep you top of mind and decrease the perceived obstacles of planning a visit.

Where to find them

- Online information sources are a useful tool
- Average engagement with social media
- Ensuring call to action is unmissable, time-sensitive and entirely friction-free is vital.
- Secure a booking from this time-poor group before they talk themselves out of the idea.
- Press and broadcast coverage less effective than most other segments

Building relationships

Release tend **not to be forthcoming** in support for arts and cultural institutions and are unlikely to find time to make the most of cost-saving benefits of membership. For them, it's more about **efficient transactions** than becoming a close ally to the cause.

Messaging should focus on...

Endorsements through known brands

Packaging up experiences - on a plate, easy to consume

Special offers and discount voucher codes

And if they don't already attend?

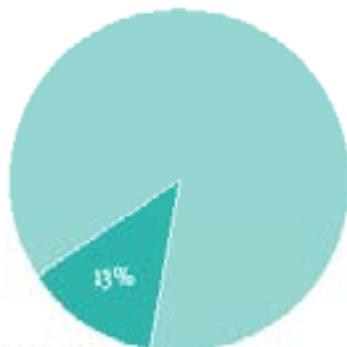
They need to be reminded what they are missing out on and that their precious time is well spent together with others on cultural activities. They need to be absolutely sure the investment in time will be rewarded by a great experience and that all of their needs will be catered for. Positive experiences will in turn fuel their appetite and encourage them to be more adventurous. Efficient, transparent and simple booking processes, good facilities, and delivering what is promised will help galvanise this time-poor group.

Perspective



They're the ones who:

are happy in their own bubble



5,549,500 adults in UK population

Perspective are **fulfilled**, happy doing their own thing, driven by their own agenda. They are very focused on a **limited number of interests** they find satisfying and rewarding and have a **low appetite for expanding** this repertoire.

Perspective have a need to **make their own discoveries**, so it will be their **desire to learn** that provides a focus for any cultural engagement.

I'm fine doing my own thing

Most likely to say...

Least likely to say...

Let's go out and do something totally different

**Self-sufficient
Independent
Focused
Reflective
Fulfilled**

Attitudes and life priorities

Reading

Learning

Personal space

.....
“When I’m looking at a painting I’m looking at paint, not a painter. I don’t need to empathise or know what was going on in their life.”

Capturing their attention

When it comes to marketing, Perspective are the one segment that have **no fear of missing out**.

If what you're doing **aligns with their pre-existing interests** and ignites their passion, then they will arrive with great motivation to engage, hoping you will really bring things to life for them. However, given these tend to be **private passions** it will be for them to **discern its relevance** to them.

'The information does nothing to enhance my interest in [the topic]. I would attend purely because of my personal interest.'

Top tip: Given that Perspective have a relatively small set of activities they turn to, their loyalty can be valuable to those able to win it. Membership will provide them with access under their own terms, giving them the functional benefits of flexibility and good value. They're not, however, interested in being part of something collective.

Where to find them

- Have a predetermined idea of their interests,
- Less influenced by what others are doing and less open to marketing persuasion.
- Only subscribe to emailing lists that are directly linked to their personal passions.
- Don't take active measures to keep up to date
- Media consumption across most platforms is mainstream and in-line with the average

Building relationships

Perspective tend to be **self-centred** and not ultimately interested in having a relationship with

Messaging should focus on...

Offering taster sessions

Tapping into and building on existing interests

Respecting their individuality and

And if they don't already attend?

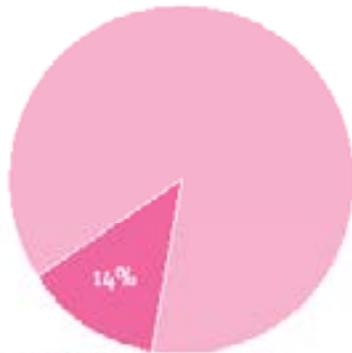
You could ignore them for a lifetime and they wouldn't realise. They view it as their business if they decide to engage with you – not yours to try and persuade them. Therefore, on the most part, they don't make a priority segment to actively target as the return on investment is less rewarding than for other segments. Those in the market for what you do, are likely to attend – providing you have sufficient profile and people can find out what's on. This may also be the case where you are picked up by the blogs or editorial they follow. Others will come on their own terms and you may pick them up along the way.

Entertainment



They're the ones who ask:

Will it be fun?



5,796,300 adults in UK population

Entertainment tend to see arts and culture as very much on the **periphery** of their lives. Their occasional forays into culture are likely to be for **mainstream events** or **days out**. Leisure time is for fun and this segment is looking for **entertainment and escapism**. If they do attend it will be socially motivated and their **engagement** is typically among the **lowest** of all segments.

Go on - entertain me!

Most likely to say...

Least likely to say...

Let's find something new with plenty of food for thought

Mainstream Popular Culture Leisure Consumers Fun

Attitudes and life priorities

Home and pub

TV, celebrity, sports

Thrill and spectacle

.....
“I like taking time out with friends and family and being thoroughly entertained.”

Capturing their attention

Entertainment prefer to **stick with the tried and tested**, and they view popularity and celebrity casting as endorsements of quality.

This segment likes marketing and advertising – it's a useful way to get information. They can tell a lot from marketing – a **big, expensive billboard campaign** for example is an indicator that something has **high production values**.

Messaging should focus on...

Promoting escapism and excitement

Linking into mainstream through TV, sports and celebrity

Emphasising one off, must-see events and shows

Top tip: This is not a segment to target for membership or support. Instead, try to increase spend while they're onsite through catering, retail and added extras. And at the same time help them make a real day or night of it.

Where to find them

- Aren't on the lookout for culture.
- Least likely to notice posters, press coverage, brochures or leaflets.
- Heavily influenced by mainstream media where culture needs to be downplayed in favour of 'blockbuster' elements.
- Least likely to book with you direct, instead opting for ticket agency sites
- Social media use is average but typically limited to just the top sites.

Building relationships

Entertainment very **rarely invest in a supportive way**. They don't see culture as contributing to community or society at large. On the other hand, the instrumental benefits of hospitals and schools are clear to see.

And neither would benefits-driven transactional schemes work – purely because they wouldn't make much use of it so it's **unlikely to feel relevant** or worth it.

'I'm not saying do it all the time, but occasionally things pop up... It's easy to forget about a place if you've already been once.'

And if they don't already attend?

If cultural visits are to compete with every other kind of day or night out, they really have to deliver on the social aspects and more. One temptation to avoid is the idea of seducing Entertainment with discounts. If they don't attend, perhaps they are not convinced the experience holds value. On their occasional forays, they want the shiniest, special experience. A night out that is worth dressing up for, with the best seat for the best show in town. The risk in discounting is it suggests lower demand, which means less popular appeal and could shake their confidence in the experience.