



Ben 1 - Competitive urban male recent graduate, with a 'work hard, play hard' attitude. Mainly aged 18 - 25.

Segment: 5% of all adults, 10% of adult men **Similar To + Lives Near To:** Chloe

Sports overview: The most sporty of the 19 segments, swimming most popular sport. 70% of Bens do a sporting activity once a week.

Organised sport: Likely to be/want to be a member of a club. 25% receive instruction and 9% volunteer in sport.

What motivates Ben's participation: Enjoyment 58% / Keeping fit (42%) / Socialising (28%)

Barriers to participation: Work commitments / No opportunity / Economic/work reasons

Most satisfied with sporting experience: Release and diversion / Social / Exertion and fitness

Least satisfied with sporting experience: Facilities / Coaching / Value for money

What would encourage them to do more sport: e.g. if he/she were less busy, or sessions were cheaper

What do they want from a sailing experience?

- RYA Start Sailing/Windsurfing course run over 6 - 8 x 2 – 2.5 hour weekday evening sessions
- Max 12 persons on the course. Similar age, segment and Chloes
- Essential that this is a quality experience, call it a club
- Where possible use exciting, modern boats. Get them out on water ASAP
- Sessions must be challenging
- Centres to avoid cancelling sessions wherever possible – alternatives to conventional sessions may include capsizing, joyrides, power boating, paddling
- Same dynamic instructor of a similar age to group to run all sessions
- Instructor responsible for setting up a facebook page for the group, uploading photos following a session, links to you tube video clips for homework, links to weather forecast pages to get students ready for next session, information about regular sailing opportunities
- Keep theory to minimum – can be done online with video clips followed by a discussion at the next session to test knowledge acquisition
- Same night as normal club/centre activity to improve uptake of regular sailing opportunity/membership
- Social event at end of course, linked to further participation
- Avoid full weekend courses

How to reach -

- **Most Response To:** Internet/email
- **Preferred Information Channel:** SMS text
- **Preferred Service Channel:** Internet
- **Decision Style:** Ben is most open to new ideas and offers if they are presented in an original and entertaining manner
- **You Will Not Reach Through:** Does not respond to adverts in newspapers or direct mail. He does not use his land line phone for calls

Advertising the course –

Tone: individual, dynamic, entertaining, interactive, humorous, fresh, sociable, stylish, innovative and young.

- The name/brand of the course needs to be aimed at the target audience. Fast Forward, Go! Sailing! Get OnBoard! Zero to hero etc.
- Essential that the correct image of the sport is portrayed through the images used in the promotional material.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- Use an instructor to promote via social media (facebook) a course to their friends and wider friendship groups. e.g. ex university students.
- Ben has a reasonable disposable income therefore this should be a quality rather than price sensitive course.
- Highly responsive to internet advertising, including targeted email campaigns
- Likely to watch YouTube and pass on viral marketing clips and 'infotainment' links
- Avoid full weekend courses

Ongoing Communication - facebook

Ben is responsive to brands such as...

