



Chloe 3 – Fitness class friends. Young image conscious females keeping fit and trim. Mainly 18 – 25.

Segment: 5% of all adults, 9% of adult women

Similar To + Lives Near To: Ben

Sports overview: Enjoyment 47% / Keep fit 45% / Socialising 15%

Organised sport: Likely to be a member of a club 26%. Likely to receive instruction 29% compared to 27% of all adults. 7% volunteer.

What motivates Chloe's participation: Enjoyment 47% / Keep fit 45% / Socialising 15%

Barriers to participation: Other factors 30% (left school, no opportunity, economic/work reasons)
Family 20% (compared to 7% of all adults)
Health, injury and disability 8%

Most satisfied with sporting experience: Release and diversion / Social aspects / Sporting experience

Least satisfied with sporting experience: Performance / Facilities / Officials / Chloe tends to record lower satisfaction levels than for all adults who play sport.

What would encourage them to do more sport: Less busy 49% / Cheaper / People to go with 20%

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 to Ben
- Club feel to sessions
- Where possible use modern quality equipment and facilities. Get them out on water ASAP
- Centres to avoid cancelling sessions wherever possible – alternatives to conventional sessions may include activities that include fitness and social interaction.
- 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 and 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

- Chloe has a reasonable disposable income therefore this should be a quality rather than price sensitive course.
- Avoid full weekend courses

How to reach -

- **Most Response To:** Magazines
- **Preferred Information Channel:** SMS text
- **Preferred Service Channel:** Post
- **Decision Style:** Experiential. Open to new ideas and offers if they are presented in an original and entertaining way
- **You Will Not Reach Through:** Local radio. Local Press.

Advertising the course –

Tone: Colourful, amusing, entertaining, interactive, image conscious, fun, sociable, stylish, innovative, young

- Use an instructor to promote via social media (facebook) a course to their friends and wider friendship groups. eg ex university students.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. Possibly through gym buddies. This could this be incentivised.
- Uses text as her first source of information

Ongoing Communication: Facebook group
Text

Chloe is responsive to brands such as...

