



Alison 7 – Stay at home mums. Mums with a comfortable, but busy, lifestyle. Mainly ages 36 – 45.

Segment: 9% of women, 4% of all adults

Similar To + Lives Near To: Tim

Sports overview: Fairly active segment with above average levels of participation

Organised sport: A quarter of Alisons are members of a club to play sport (compared to 23% of all adults)

What motivates Alison's participation: Keep fit 46% / Enjoyment 42% / Taking the children 29% (a more significant motivation than it is for overall adult population – 8%) / Losing weight

Barriers to participation: Family 26% (compared to 7% of all adults) / Work commitments 24% / Health injury and disability 11%

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

Least satisfied with sporting experience: Performance / Facilities / Coaching

What would encourage them to do more sport: Less busy / 54% Help with childcare / Cheaper 15%

What Do They Want From a Sailing Experience?

Activity with children
Family activity / childcare
Social element
Facebook group?

How to reach -

- **Most Response To:** Magazine advertising
- **Preferred Information Channel:** Telephone
- **Preferred Service Channel:** Mobile
- **Decision Style:** Intuitive – prefers simple but straightforward messages. Does not like to be overwhelmed by facts and figures
- **You Will Not Reach Through:** TV advertising. Local radio. Internet advertising – but will use it as a source of information.

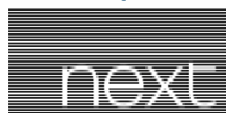
Advertising the course –

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. eg 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: Use facebook group to promote further sailing opportunities

Alison is responsive to brands such as...



John Lewis
johnlewis.com



Picasso



Sainsbury's
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