



***Kev 9 - Pub League team Mates. Blokes who enjoy pub league games and watching live sport. Aged 36 - 45.***

**Segment:** 6% of all adults, 12% of adult men.

**Similar To + Lives Near To:** Jackie and Paula

**Sports overview:** Average levels of sport participation

**Organised sport:** 22% are members of a club, 16% have taken part in competition in previous 12 months.  
Unlikely to receive sports instruction

**What motivates Kev's participation:** Just enjoy it 43%

To keep fit 30%

To meet with friends 14%

To take children 9%

**Barriers to participation:** Work commitments 32%

Other 26% (left school, no opportunity, economic/work factors)

Health/injury/disability 22%

**Most satisfied with sporting experience:** Release and diversion

Social

**Least satisfied with sporting experience:** Performance

Facilities

Coaching

**What would encourage them to do more sport:** Less busy 48%

Cheaper 21%

People to go with 12%

### What Do They Want From a Sailing Experience?

- Taster session – discounted, with an offer of regular learn to sail club
- Enjoyment more important than the skill
- Social - involve friends and community
- Competition not important
- Involve their children in activity

## How to reach -

- **Most Response To:** Television
- **Preferred Information Channel:** SMS text
- **Preferred Service Channel:** Telephone and internet
- **Decision Style:** Experiential - open to new ideas and offers if they are presented in an original and entertaining way
- **You Will Not Reach Through:** Text adverts

## Advertising the course –

**Tone - down to earth, value/cheap, dependable, uncomplicated, jargon free, plain, traditional, mass market, not gimmick led, unpretentious**

- He will notice local commercial radio station adverts especially practical advice when pitched at improving his lifestyle
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.

Ongoing communication - Texts

Keve is responsive to brands such as...



**ASDA**

MATALAN



**PUKKA-PIES**

**BETFRED**

**Wilkinson**

**Wickes**

**BENSON & HEDGES**