



Frank 18 – Twilight years gents. Retired men some pension provision and limited sporting opportunities. Aged 66 plus

Segment: 4% of all adults, 8% of adult men.

Similar To + Lives Near To: Elsie, Ralph and Phyllis

Sports overview: Very low participation in sport.

Organised sport: 76% have done no sport in past four weeks. 23% member of a club, 6% instruction, 12% in competition

What motivates Frank's participation: Enjoy it 25%

Keep fit 15%

Meet with friends 11%

Barriers to participation: Health/injury and disability 82%

Other 11% (no opportunity and economic work factors)

Lack of time 4%

Most satisfied with sporting experience: Release and diversion

Social

Ease of participation

Least satisfied with sporting experience: Facilities

Coaching

What would encourage them to do more sport: Less busy 21%

Cheaper 13%

People to go with 13%

Improved transport 7%

What Do They Want From a Sailing Experience?

Activity that would involve grandchildren

How to reach -

- **Most Response To:** Post and newspaper adverts
- **Preferred Information Channel:** Local papers
- **Preferred Service Channel:** Face to face
- **Decision Style:** Adamant - he has set ideas on what he likes based on first-hand experience or trusted opinions from family and friends.
- **You Will Not Reach Through:** Radio. Internet or email ads. Texts.

Advertising the course –

Tone - Established, safe and secure, reliable, modest, careful, trustworthy, non-technical, unpretentious, risk-free, service

- Face to face with recommendations from trusted family and friends.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.

Ongoing Communication: Post

Frank are responsive to brands such as...



BENSON & HEDGES

