



Jamie 2 – Young blokes enjoying football pints and pool. Mainly aged 18 – 25.

Segment: 5% of all adults, 11% of adult men

Similar To + Lives Near To: Jackie

Sports Overview: Regular sports participant, almost 60% do sport once a week, second most active segment

Organised sport: Likely to be member of a club, also likely to take part in competition. 20% receive instruction, 8% volunteer in sporting activity

What motivates Jamie's participation: Just enjoy it 54% / Keep fit 37% / Meet friends 22%

Barriers to participation: Other 33% (include left school, no opportunity, economic work reasons)
Work commitments 27%
Lack of time 22%

Most Satisfied With Sporting Experience: Release and diversion / Exertion and fitness / Social

Least Satisfied With Sporting Experience: Ease of participation / Officials / Value for money

What Would Encourage them to do More Sport: Less busy 40% / People to go with 23% / Cheaper 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 and Jackie
- Club feel to sessions, include competitions
- Where possible use exciting, modern boats. Get them out on water ASAP
- 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:** Mobile
- **Decision Style:** Experimental. Open to new ideas and offers if they are presented in an original and entertaining way.
- **You Will Not Reach Through:** Targeted emails unless value driven. Newspaper or radio adverts.

Advertising the course –

Tone:

- Tone: young, funky, off the wall, cutting edge, experiential, transitory, relaxed, urban, edgy and informal
- Internet used for entertainment and informs his decision making, complementing his experiential and enquiring style
- 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.

Ongoing Communication: Use facebook group to promote further sailing opportunities.

Jamie is responsive to brands such as...



TOPMAN