



***Ben 1 - Competitive urban male recent graduate, with a 'work hard, play hard' attitude. Mainly aged 18 - 25.***

**Segment:** 5% of all adults, 10% of adult men **Similar To + Lives Near To:** Chloe

**Sports overview:** The most sporty of the 19 segments, swimming most popular sport. 70% of Bens do a sporting activity once a week.

**Organised sport:** Likely to be/want to be a member of a club. 25% receive instruction and 9% volunteer in sport.

**What motivates Ben's participation:** Enjoyment 58% / Keeping fit (42%) / Socialising (28%)

**Barriers to participation:** Work commitments / No opportunity / Economic/work reasons

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

**Least satisfied with sporting experience:** Facilities / Coaching / Value for money

**What would encourage them to do more sport:** e.g. if he/she were less busy, or sessions were cheaper

#### 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 Chloes
- Essential that this is a quality experience, call it a club
- Where possible use exciting, modern boats. Get them out on water ASAP
- Sessions must be challenging
- 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:** Internet
- **Decision Style:** Ben is most open to new ideas and offers if they are presented in an original and entertaining manner
- **You Will Not Reach Through:** Does not respond to adverts in newspapers or direct mail. He does not use his land line phone for calls

## 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. e.g. 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 - facebook**

Ben is responsive to brands such as...





## 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



***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...





***Leanne 4 – Supportive singles. Young busy mums and their supportive college mates. Mainly 18-25.***

**Segment:** 4% of all adults, 8% of adult women.      **Similar To + Lives Near To:** Jamie, Brenda

**Sports overview:** Least active segment of her age group.

**Organised sport:** Less likely to be a member of a club to play sport than the general adult population.

**What motivates Leanne's participation:** Enjoyment 44% / Keeping fit 34% / Socialising 25%

**Barriers to participation:** Work commitments 35%  
Other factors 25% (leaving school, no opportunity, economic/work factors)  
Health injury and disability 6%

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

**Least satisfied with sporting experience:** Performance / Value for money / Officials / Coaching

**What would encourage them to do more sport:** Less busy 42% / Cheaper 28% / People to play sport with 21% / Better childcare facilities is a more important factor for Leanne than for any other segment in this age range.

#### **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
- Offer childcare

## How to reach -

- **Most Response To:** Post
- **Preferred Information Channel:** SMS text
- **Preferred Service Channel:** Mobile
- **Decision Style:** Experimental – open to new ideas and offers that are presented in an original and entertaining way
- **You Will Not Reach Through:** Radio

## Advertising the course –

**Tone: Sociable, entertaining, value, free trial, kids, time saver, young, practical, chatty, uncomplicated**

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.
- Most likely to notice adverts when out and about inside buses, or shopping centres.
- May respond to traditional direct mail - especially with money off vouchers.
- Uses SMS text services and entertainment features on her mobile

**Ongoing Communication:** Texts or post to remind about ongoing sailing opportunities

Leanne is responsive to brands such as...







***Helena 5 – Career focused female, single professional women enjoying life in the fast lane. Mainly 26 – 45.***

**Segment:** 5% of all adults, 9% of adult women      **Similar To + Lives Near To:** Chloe and Tim

**Sports overview:** Fairly active takes part in sport on a regular basis.

**Organised sport:** Over a quarter receive instruction compared to 17% of all adults. 26% hold club membership to play sport compared to 23% of all adults.

**What motivates Helena's participation:** Keep fit 51 % compared to 30% of all adults / Enjoyment 43% compared to 29% of all adults / Losing weight 16% / Socialising 10%

**Barriers to participation:** Work commitments 27% compared to 19% of all adults  
Other factors 27% (leaving school, no opportunity, economic and work reasons)  
Health, injury and disability 16%

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

**Least satisfied with sporting experience:** Coaching / Facilities / Performance

**What would encourage them to do more sport:**

- Less busy 55% (compared to 46% of all adult population)
- Facilities / activities cheaper 18%
- People to play with 14%
- Longer opening hours 11% (compared to 6% of all adults)

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

- Social element very important
- Club feel
- Fitness focused
- Evening/half day sessions 2 - 2.5 hours.
- Avoid full weekend courses
- 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
- important
- Centres to avoid cancelling sessions wherever possible start and finish promptly

## How to reach -

- **Most Response To:** Magazines
- **Preferred Information Channel:** Telephone
- **Preferred Service Channel:** Mobile
- **Decision Style:** Intuitive – prefers simple but straightforward messages but does not like to be overwhelmed by facts and figures
- **You Will Not Reach Through:** Radio. Direct mail. Does not respond to adverts seen whist out.

## Advertising the course –

**Tone: Intelligent, sophisticated, stylish, image conscious, social, self- improvement, success, exclusive, personalised, aspirational.**

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. Try using texts. This could this be incentivised.
- Responds to internet marketing and targeted email, as she is image conscious and keen to stay up with the latest trends.
- Helena has a reasonable disposable income therefore this should be a quality rather than price sensitive course.

**Ongoing Communication:** Facebook or texts

Helena is responsive to brands such as...



HARVEY NICHOLS

SELFRIDGES&CO





**Tim 6 – Settling down males. Sporty male professionals. Buying a house and settling down with a partner. Mainly aged 26 - 45**

**Segment:** 9% of all adults, 18% of adult men.

**Similar To + Lives Near To:** Lorna, Helena, Alison

**Sports overview:** Active type takes part in sport on a regular basis.

**Organised sport:** Likely to be a member of a club to play sport (33% compared to 23% of all adults) Likely to take part in competition. 23% receive instruction. 11% volunteer.

**What motivates Tim's participation:** Enjoyment 52% / Keeping fit 42% / Socialising 17% / To take children 12%

**Barriers to participation:** Work commitments 36% (compared to 19% of all adults)

Other factors 23% (leaving school, no opportunity and economic/work reasons)

Health injury and disability 16%

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

**Least satisfied with sporting experience:** Coaching / facilities

**What would encourage them to do more sport:**

Less busy 59% (compared to 46% of all adult participation)

Cheaper admission (but is less important for Tim than younger segments – lack of time is more of an issue for Tim than lack of money)

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

- RYA Start Sailing/Windsurfing course ran over 6 - 8 x 2 – 2.5 hour weekday evening sessions/half day weekend sessions.
- Consider include children - run alongside junior club/incorporate family club/childcare
- Essential that this is a quality experience, call it a club
- Sessions should have a physical challenging element (keep fit)
- Centres to avoid cancelling sessions wherever possible start and finish promptly
- Same 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:** Internet
- **Preferred Service Channel:** Internet
- **Decision Style:** Inquiring. Will make decisions that are made from research from first or second sources.
- **You Will Not Reach Through:** Newspaper ads or direct mail

## Advertising the course –

**Tone: Eye catching, practical, informative, connected, home, quality, post-modernist, authentic, dynamic, entertaining.**

- Internet advertising and targeted emails
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- Prefers more technology driven methods and is quite comfortable to respond remotely.
- Tim has a reasonable disposable income therefore this should be a quality rather than price sensitive course.
- Likely to purchase online if possible.

**Ongoing Communication:** Facebook

**Tim is responsive to brands such as...**





***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.

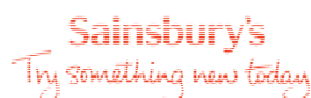
## Advertising the course –

**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...





**Jackie 8 - Middle England Mums. Juggling work family and finance. Aged 36 - 45.**

**Segment:** 5% all adults 10% adult women. **Similar To + Lives Near To:** Kev and Philip  
**Sports overview:** Above average participation in sport but less active than other segments in her age group.

**Organised sport:** 20 % members of a sports club. 20% received instruction in the last year compared to 17% of all adults. Unlikely to have taken part in sporting competition. 8% volunteer in sporting activity.

**What motivates Jackie's participation:** Keep fit 39%  
Just enjoy it 36%  
Take children 25%

**Barriers to participation:** Other 25% (leaving school, no opportunity, economic/work reasons)  
Work commitments 21%  
Health and injury 21%

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

**Least satisfied with sporting experience:** Performance  
Facilities  
Coaching

**What would encourage them to do more sport:** Less busy 50%  
Cheaper 22%  
Help with childcare 15%

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

- Activity with children
- Childcare
- Activity with family
- Cheap
- Short, sharp sessions. Start and finish on time.

## How to reach -

- **Most Response To:** Television
- **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:** National radio or BBC stations. Only a light internet user.

## Advertising the course –

**Tone - mass market, family orientated, down to earth, reliable, practical, competitive, every day, established, value, mainstream.**

- Local radio
- Direct mail and mass marketing adverts particularly if value/benefit driven.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.

**Ongoing Communication:** Texts

**Jackie is responsive to brands such as...**







***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**



***Paula 10 - Stretched single Mum. Single mums with financial pressures, childcare issues and little time for pleasure. Aged 26 - 45.***

**Segment:** 4% of all adults. 7% of adult women.      **Similar To + Lives Near To:** Kev and Brenda

**Sports overview:** Not very active

**Organised sport:** Unlikely to be a member of a club. Unlikely to receive tuition. Unlikely to compete.

**What motivates Paula's participation:** Just enjoy it 27%

To keep fit 26%

To take children 21%

To lose weight 11%

**Barriers to participation:** Family commitments 25% (compared to 7% of all adults)

Other (leaving school, no opportunity, economic/work reasons) 24%

Health, injury, disability 18%

**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 36%

Cheaper 33%

Help with childcare 20%

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
- Important that sessions have an element of keep fit
- Enjoyment more important than the skill
- Social - involve friends and community
- Competition not important
- Offer childcare
- Involve their children in activity

## How to reach -

- **Most Response To:** Television
- **Preferred Information Channel:** SMS text
- **Preferred Service Channel:** Face to face
- **Decision Style:** Experiential - open to new ideas and offers if they are presented in an original and entertaining way
- **You Will Not Reach Through:** Internet or email as unlikely to have internet access at home

## Advertising the course –

**Tone - Uncomplicated, kids, jargon free, value/cheap, time saver, mass culture, easy to understand, mass market, credit, free trial**

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.
- Direct mail
- Will respond to advertise she sees whilst out on her daily business
- May respond to text adverts when linked to special offers

**Ongoing Communication:** Text

Paula is responsive to brands such as...





**Philip 11 - Comfortable mid-life male professionals. Sporty males with older children and more time for themselves. Aged 46 - 55.**

**Segment:** 9% of all adults. 18% of adult men. **Similar To + Lives Near To:** Jackie and Elaine  
**Sports overview:** Above national average levels of participation in sport.

**Organised sport:** 30% members of a club(higher than national average). 17% have received instruction in the last 12 months. 21% taken part in competition (well above national levels. 11% volunteered in the past month.

**What motivates Philip's participation:** Just enjoy it 48%  
Keep fit 34%  
Meet with friends 17%  
Take children 13%

**Barriers to participation:** Work commitments 31%  
Health and injury 30%  
Other 21%

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

**Least satisfied with sporting experience:** Facilities  
Coaching

**What would encourage them to do more sport:** Less busy 59%  
Cheaper admission 12%  
More free time 10%  
People to go with 9%

**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/half day weekend sessions.
- Consider family activity
- Essential that this is a quality experience, call it a club
- Sessions should have a physical challenging element (keep fit)
- Centres to avoid cancelling sessions wherever possible start and finish promptly
- Same instructor of a similar age to group to run all sessions
- Keep theory to minimum – can be done online with video clips followed by a discussion at the next session to test knowledge acquisition
- Instructor to ask group if they use facebook and if would like them to setup 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

- 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

### How to reach -

- **Most Response To:** Internet / Email
- **Preferred Information Channel:** Internet
- **Preferred Service Channel:** Internet
- **Decision Style:** Inquiring. Will make decisions that are made from research from first or second sources
- **You Will Not Reach Through:** Texts. Advertising

### Advertising the course –

**Tone - Financially prudent, practical, intelligent, informative, pragmatic, selective, refined, sensible, established, service.**

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. Could be work colleagues or friends from another sports club. This could be incentivised.
- Responds well to internet or email advertising - especially if presented in an informative style.
- Responds well to newspaper advertising - prefers a practical informational style that helps his decisions rather than being 'sold' to.
- Comfortable purchasing over the phone and internet

**Ongoing Communication:** Facebook / email

Philip is responsive to brands such as...





**Elaine 12 - Empty nest career ladies. Mid-life professionals who have more time since their children left home. Aged 46 - 55.**

**Segment:** 6% of all adults. 12% of adult women. **Similar To + Lives Near To:** Philip, Roger and Joy  
**Sports overview:** Participation levels are consistent with national average

**Organised sport:** 23% members of a club (average). 22% has received instruction in last 12 months. 9% taken part in competition. 6% have volunteered.

**What motivates Elaine's participation:** Keep fit 40%  
Just enjoy it 38%  
Lose weight 11%  
Meet with friends 9%

**Barriers to participation:** Health injury disability 36%  
Other 25% (no opportunity/economic factors)  
Work commitments 20%

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

**Least satisfied with sporting experience:** Facilities  
Performance

**What would encourage them to do more sport:** Less busy 56%  
Cheaper admission 15%  
People to go with 15%  
More free time 8%

**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/half day weekend sessions.
- On-going social feel to sessions
- Essential that this is a quality experience, call it a club
- Sessions should have a physical challenging element (keep fit)
- Centres to avoid cancelling sessions wherever possible start and finish promptly
- Same instructor of a similar age to group to run all sessions
- Keep theory to minimum – can be done online with video clips followed by a discussion at the next session to test knowledge acquisition

- Instructor to ask group if they use facebook and if would like them to setup 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
- Same night as normal club/centre activity to improve uptake of regular sailing opportunity/ membership

## How to reach -

- **Most Response To:** Magazine ads
- **Preferred Information Channel:** Telephone
- **Preferred Service Channel:** Post
- **Decision Style:** Intuitive - prefers simple but straightforward messages. Does not like to be overwhelmed with facts and figures.
- **You Will Not Reach Through:** Local commercial radio stations. Email ads. Text messages, cold calling or other mass-marketing techniques

## Advertising the course –

**Tone - Unpretentious, down to earth, rational, not gimmick-led, established, pragmatic, intelligent, practical, informative, uncluttered**

- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- May be influenced by web banners which direct her to more detailed, information based advertising
- May be influenced by 'advertorials' and expert written articles in newspapers and magazines.

**Ongoing Communication:** Facebook

Email with links to further information

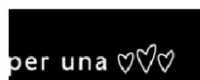
Elaine is responsive to brands such as...

Waitrose

LAKELAND  
the home of creative kitchens

THE WHITE COMPANY  
LONDON

John Lewis  
johnlewis.com



THE NATIONAL TRUST





**Roger and Joy 13 - Early retirement couples. Free time couples nearing the end of their careers. Ages 56 - 65.**

**Segment:** 7% of all adults, 6% of adult women, 8% of adult men. **Similar To + Lives Near To:** Philip, Roger and Joy  
**Sports overview:** Below average levels of sports participation.

**Organised sport:** 15% are members of a club (lower than national average). 15% received instruction, 12% have taken part in competition. 7% volunteered in past month

**What motivates Roger and Joy's participation:** Just enjoy it 39%  
Keep fit 32%  
Meet with friends 12%  
Lose weight 6%

**Barriers to participation:** Health injury and disability 50%  
Other 22% (No opportunity/economic factors)  
Lack of time 15%

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

**Least satisfied with sporting experience:** Facilities  
Coaching

**What would encourage them to do more sport:** Less busy 44%  
Cheaper 14%  
People to go with 11%  
More free time 7%

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

- Enjoyment including release and diversion.
- Steady paced - make time to enjoy the scenery
- Gentle keep fit
- Social
- Suitable boats - large doublehanders/keelboats
- Mature instructor
- Mid-week or weekend activity. All day or half days.
- Extended length of course

## How to reach -

- **Most Response To:** Newspaper ads
- **Preferred Information Channel:** Face to face
- **Preferred Service Channel:** Post
- **Decision Style:** Adamant - they have set ideas on what they like based on first-hand experience or trusted opinions from friends and family.
- **You Will Not Reach Through:** TV or radio adverts. Text adverts. Unlikely to respond to internet advertising and rarely use personal email accounts.

## Advertising the course –

**Tone - Conservative, balanced, established, informative, intellectual, practical, sensible, reliable, financially prudent, quality**

Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could be incentivised.

May respond to newspaper articles but generally dismissive of advertising. Regularly read local newspapers.

Speaking to an expert over the phone would heavily influence their decision making

Prefer to use their landline rather than a mobile phone

**Ongoing Communication:** Post

Roger & Joy are responsive to brands such as...

HOBBS



Sainsbury's  
*Try something new today*



LAURA ASHLEY

**HONDA**  
The Power of Dreams



ENGLISH HERITAGE



***Brenda 14 - Older working women. Middle aged lady working to make ends meet. Aged 46 - 65.***

**Segment:** 5% of all adults. 10% of adult women. **Similar To + Lives Near To:** Kev, Terry

**Sports overview:** Below average level of sports participation. 73% have done no sport in the past 4 weeks.

**Organised sport:** 14% are members of a club - lower than national average. 13% have received instruction in sport. 5% taken part in competition in past year. 4% volunteered in past month.

**What motivates Brenda's participation:** Keep fit 28%  
Just enjoy it 27%  
Lose weight 8%  
Take children 7%

**Barriers to participation:** Health/injury/disability 45%  
Other 22% (No opportunity/economic)  
Work commitments 19%

**Most satisfied with sporting experience:** Release and diversion  
Social  
People and staff

**Least satisfied with sporting experience:** Average across the board

**What would encourage them to do more sport:** Less busy 51%  
Cheaper 23%  
People to go with 13%  
More free time 9%

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

Possibly consider a taster session to include grandchildren.

## How to reach -

- **Most Response To:** Television ads
- **Preferred Information Channel:** Local papers
- **Preferred Service Channel:** Face to face
- **Decision Style:** Accepting - she will take things at face value and is open to advice and opinions of other people.
- **You Will Not Reach Through:** Internet or email adverts

## Advertising the course –

**Tone - Hardworking, traditional, word of mouth, trustworthy, mass market, reliable, value for money, mass culture, jargon free, everyday**

- Likely to respond to TV advertising
- Will purchase products that have been recommended by family and friends.
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- Fairly responsive to direct mail.

**Ongoing Communication:** Landline

**Brenda is responsive to brands such as...**





**Terry 15 - Local old boys. Generally inactive older men, low income and little provision for retirement**

**Segment:** 4% of all adults, 8% of adult men.      **Similar To + Lives Near To:** Brenda and Norma  
**Sports overview:** Below average levels of sports participation. 75 have done no sport in the last four weeks.

**Organised sport:** 17% are members of a club. 7% received instruction, 9% were in competition and 5% volunteered

**What motivates Terry's participation:** Just enjoy it 32%  
Keep fit 18%  
Meet with friends 11%  
Take children 5%

**Barriers to participation:** Health/injury and disability 59%  
Other 22% (left school, no opportunity and economic work factors)  
Work commitments 13%

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

**Least satisfied with sporting experience:** Facilities and coaching

**What would encourage them to do more sport:** Less busy 35%  
People to go with 17%  
Cheaper admission 16%  
More free time 6%

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

Possibly consider a taster session to include grand-children.

## How to reach -

- **Most Response To:** Television 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:** Text messages. Marketing calls

## Advertising the course –

**Tone - Hard working, basic, down to earth, necessity, cheap, jargon free, every day, traditional, sensible, simple.**

- Likely to be influenced by TV advertising and programme sponsorship
- Not a particularly heavy radio listener - when he does he prefers local commercial radio stations over national ones
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- May notice newspaper adverts but more predisposed to direct mail or TV.

**Ongoing communication - Post**

**Terry is responsive to brands such as...**





**Norma 16 - Later life lady. Older ladies, recently retired with a basic income to enjoy their lifestyles. Age 56 - 65.**

**Segment:** 2% of adults; 4% of adult women      **Similar To + Lives Near To:** Terry and Frank  
**Sports overview:** Below average levels of sports participation. 79% have done no sport in the last four weeks.

**Organised sport:** 12% members of club. 10% received instruction, 4% take part in competition, 3% are volunteers

**What motivates Norma's participation:** Keep fit 18%  
Just enjoy it 18%  
Meet with friends 6%  
Take children 4%

**Barriers to participation:** Health/injury and disability 68%  
Other 17% (left school, no opportunity and economic work factors)  
Work commitments 8%

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

**Least satisfied with sporting experience:** Facilities

**What would encourage them to do more sport:** Less busy 28%  
Cheaper 19%  
People to go with 15%  
Facilities (e.g. Café 8%)

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

Possibly consider a taster session to include grandchildren.

## How to reach -

- **Most Response To:** Television adverts
- **Preferred Information Channel:** Local papers
- **Preferred Service Channel:** Face to face
- **Decision Style:** Accepting - she will take things at face value and is open to advice and opinions of other people.
- **You Will Not Reach Through:** Internet or email advertising. Text messages.

## Advertising the course –

**Tone - Traditional, security, established, economical, unpretentious, practical, careful, trustworthy, reassuring, simple.**

- Influenced by TV advertising and programme sponsorship
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.
- Marginally influenced by direct mail especially those advertising local services.
- Reads the local paper and may notice adverts and cut out vouchers.
- Welcomes the opportunity to call an advice line

**Ongoing communication - Post**

**Norma is responsive to brands such as...**



MATALAN

Iceland

LAMBERT & BUTLER

Wilkinson

THE  
CARAVAN  
CLUB

Freemans





***Ralph and Phyllis 17 - Comfortable retired couples. Retired couples enjoying active and comfortable life styles. Mainly aged 66***

**Segment:** 4% of all adults, 5% of adult men, 4% of adult women. **Similar To + Lives Near To:** Other Ralph and Phyllis's

**Sports overview:** Below average sports participation. 71% done no sport in the past four weeks.

**Organised sport:** 26% are members of a club. Maybe golf and bowls clubs which are popular sports for Ralph and Phyllis. 12% have received instruction, 11% have taken part in competition, 6% have volunteered in the past month.

**What motivates Ralph and Phyllis's participation:** Just enjoy it 30%  
Keep fit 23%  
Meet with friends 13%  
Improve performance 3%

**Barriers to participation:** Health injury and disability 76%  
Other 12% (left school, no opportunity and economic work factors)  
Lack of time 6%

**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:** People to go with 15%  
Cheaper 11%  
Improved transport etc 6%

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

- Enjoyment including release and diversion.
- Steady paced - make time to enjoy the scenery
- Gentle keep fit
- Social
- Suitable boats - large doublehanders/keelboats
- Mature instructor
- Mid-week or weekend activity. All day or half days.
- Extended length of course

### How to reach -

- **Most Response To:** Newspaper adverts
- **Preferred Information Channel:** Magazines
- **Preferred Service Channel:** Post
- **Decision Style:** Adamant – they have set ideas on what they like based on first-hand experience or trusted opinions from family and friends.
- **You Will Not Reach Through:** TV adverts. Commercial radio stations. Internet or email adverts. Cold calling. Newspaper or magazine communications.

## Advertising the course –

**Tone - Prestigious, established, classic, informative, intellectual, friendly, trustworthy, community, personalised service, reliable**

- Make decisions based on face to face communications and recommendations
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.

**Ongoing Communication:** Post

**Ralph & Phyllis are responsive to brands such as...**



Gardeners' World magazine



SAGA

Pringle OF SCOTLAND



Waitrose

LANDS' END



***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***





***Elsie and Arnold 19 - Retirement home singles. Retired singles or widowers predominately female living in sheltered accommodation. Aged 66 plus***

**Segment:** 8% of all adults, 2% of adult men, 14% of adult women. **Similar To + Lives Near To:** Frank and other Elsie and Arnolds

**Sports overview:** Very low participation in sport. 82% have done no sport in the previous four weeks.

**Organised sport:** 15% are members of a club. 8% received instruction, 4% taking part in competition.

**What motivates Elsie and Arnold's participation:** Just enjoy it 15%  
Keep fit 12%  
Meet with friends 7%

**Barriers to participation:** Health injury and disability 83%  
Other 10% (no opportunity, economic/work factors)  
Lack of time 4%

**Most satisfied with sporting experience:** Release and diversion  
Social  
Ease of participation

**Least satisfied with sporting experience:** Coaching  
Facilities

**What would encourage them to do more sport:** Less busy 24%  
People to go with 20%  
Cheaper 11%  
Improved transport 9%

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

- Gentle taster day, including tea and refreshments
- Steady paced - make time to enjoy the scenery
- Social
- Suitable boats - keelboats
- Mature instructor
- Mid-week. Half days.

## How to reach -

- **Most Response To:** Post
- **Preferred Information Channel:** Local papers
- **Preferred Service Channel:** Face to face
- **Decision Style:** Accepting - will take things at face value and are open to advice and opinions of other people.
- **You Will Not Reach Through:** TV ads. Texts, internet or email ads. Phone adverts.

## Advertising the course –

**Tone - Comforting, reliable, reassuring, safe and secure, community, friendly, traditional, cautious, easy to understand, gentle.**

- Will accept advice from family or from people in authority.
- 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

**Elsie & Arnold are responsive to brands such as...**

