



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...

