



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

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