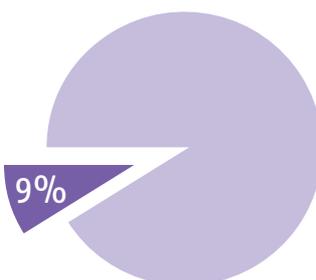




DISCERNING
SPONTANEOUS
INDEPENDENT
SOPHISTICATED

3,841,900 adults

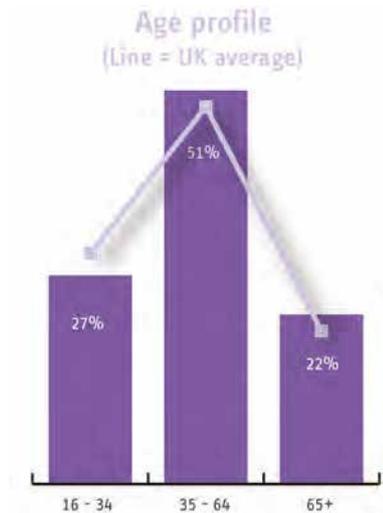


Who are they?

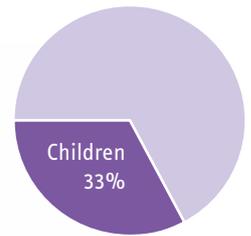
The Essence segment tends to be well-educated professionals who are highly-active cultural consumers and creators, they are leaders rather than followers. Confident in their own tastes, they will act spontaneously according to their mood and pay little attention to what others think.

Attitudes and life priorities

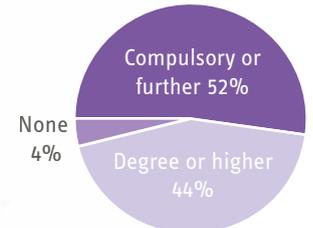
**EXPLORING
ART AND CULTURE
SELF DEVELOPMENT
LIFELONG LEARNERS
EXPERIENCE OVER MATERIAL GOODS
ADVENTURES**



Children at home



Highest education level reached



What needs are they looking to fulfil?

Whilst they live full and active lives, they will make time for cultural activities. Arts and culture are an integral, even essential, part of their life. Culture is something they can experience with or without others, rather than a social activity or form of entertainment. Culture is a source of self-fulfilment and challenge; a means for experiencing life.

They are inner-directed and self-sufficient. They actively avoid the mainstream, what other people think is of little importance to them. They are fiercely independent and will pride themselves in being the first to discover little-known names.

What do they do?

Artform interest index:

+25

Annual artform frequency index:

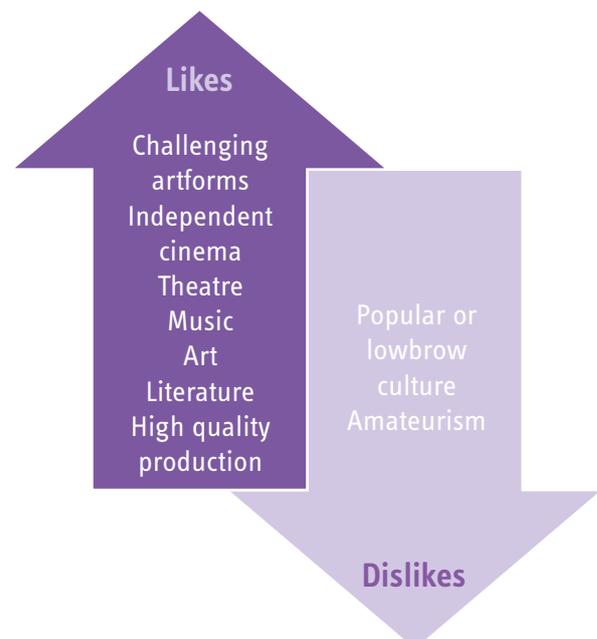
+65

Annual artform frequency:

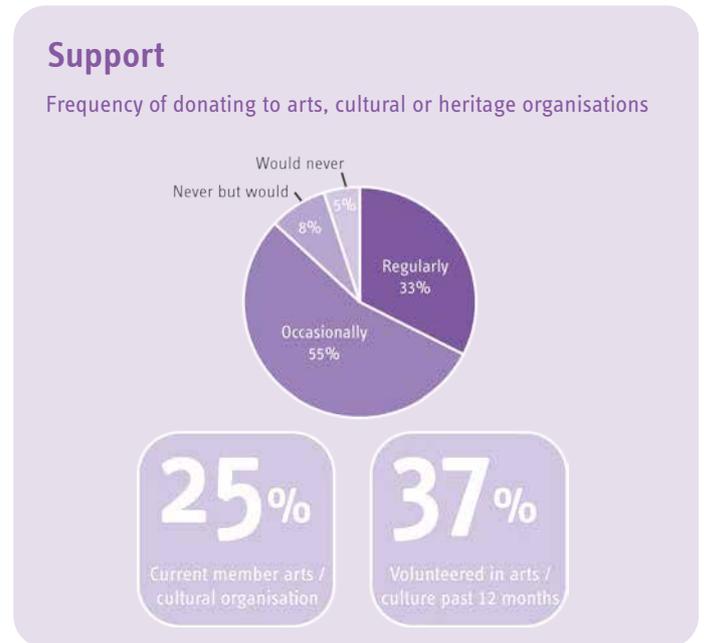
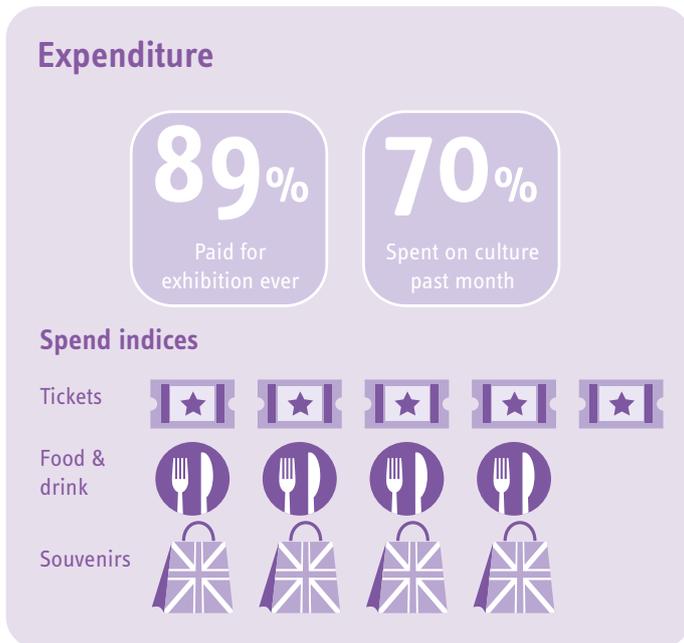
33

The Essence segment demonstrates a high level of cultural consumption and participation across a broad expanse of cultural activities. They are adventurous and discerning in their tastes, engaging and creating often, with the arts and culture taking a prominent role in their life.

Likes and dislikes



What is their value?



This segment has the means to indulge and will follow their cultural interests at a cost – for them the arts and culture are worth paying for and supporting. That said, their keen support for the arts means that many are members of arts, heritage and cultural organisations, and they will make the most of the reduced entry costs this brings.

They are active in their support; they are the segment most likely to donate money to arts, cultural or heritage organisations and one of the most likely to have carried out voluntary work. They strongly believe in state subsidy for the arts and recognise the benefits that the arts and culture bring to society. They are arts advocates.

How to reach this segment

- Highlight quality and sophistication aspects
- Acknowledge their discerning knowledge and interests
- Present opportunities for taste development and challenge

Key marketing proposition

‘Flatter their independence and sophisticated tastes’

They need no convincing as to the benefits of engaging with arts and culture. They already have a voracious appetite for culture and diverse and eclectic interests.

Engaging them is not difficult, rather it’s a case of competing for their time and building their valuable loyalty and advocacy. Targeting them may be difficult, and unnecessary; they have eclectic tastes, are highly proactive when it comes to finding out what’s on and are independently minded. They can be wary and cynical of marketing speak and value discovery over recommendation. Pull marketing is most effective for this segment, they will come on their own terms.

They consume a broad range of media that reflects their wide range of interests and the importance they place on keeping up to date with current affairs. Their internet usage is high and crosses a broad spectrum of uses. They tend to favour traditional and broadsheet media over mainstream or popular output. Radio stations such as BBC Radio 4 and Radio 2, newspapers such as *The Guardian* and the *Daily Mail*, and certain special interest magazines tend to be consumed.