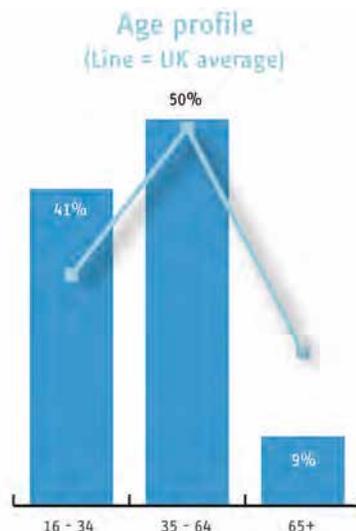


Who are they?

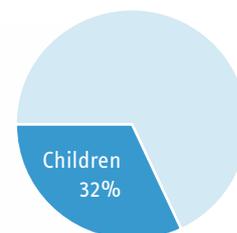
The Release segment tends to be younger adults with busy working and family lives who used to enjoy relatively popular arts and culture, but have become switched off as other things have taken priority in their lives. Consequently they feel they have limited time and resources to enjoy the arts and culture, although they would like to do more.

Attitudes and life priorities

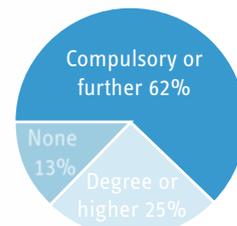
**WORK AND FAMILY
SOCIALISING OUTSIDE THE HOME
RELAXATION
ENTERTAINMENT
PRIORITIES ARE CLOSE TO HOME**



Children at home



Highest education level reached



What needs are they looking to fulfil?

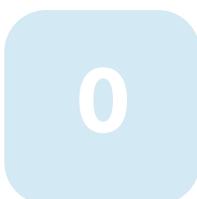
The Release segment is preoccupied with meeting life's demands and seeks opportunities for relaxation, entertainment and socialising in their leisure time. They need to be encouraged to view the arts as a social activity and another means of taking time out from their stressful and busy lives; currently they do not perceive they can get this from engaging with arts and culture and therefore look elsewhere.

Because they are so busy with their day-to-day lives they currently feel 'out of the loop'. The arts and culture can then also offer them a means of staying connected to things that are current and contemporary.

They tend not to engage with arts and culture as a family, and need convincing that the arts can also be enjoyable for children.

What do they do?

Artform interest index:



Annual artform frequency index:



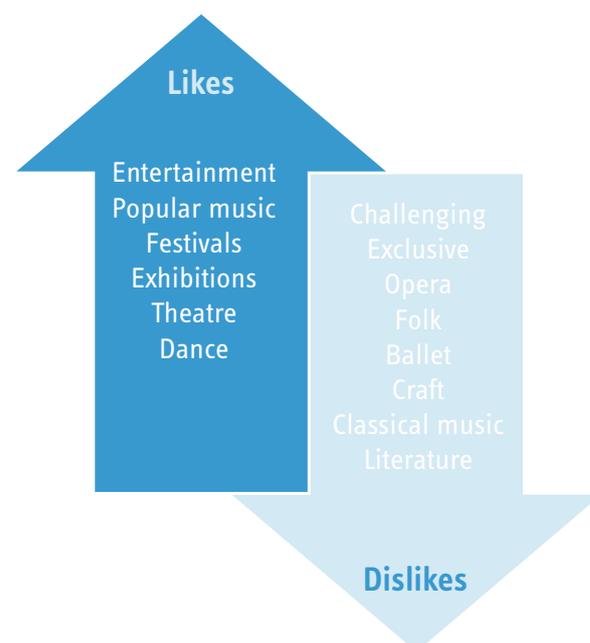
Annual artform frequency:



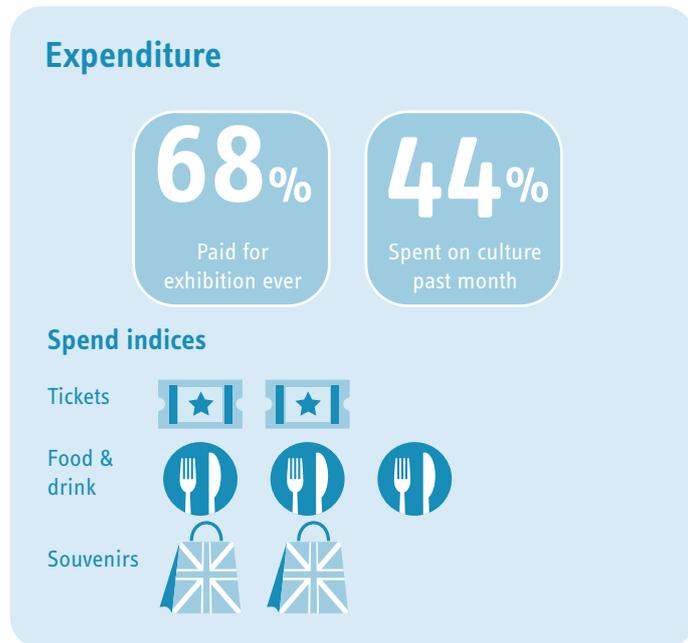
Whilst their current consumption of the arts and culture is relatively low, the Release segment used to do far more in the past and would like to do more now. They express a certain wistfulness; a sense that they are missing out on something they once enjoyed.

They currently opt for relatively low-risk activities that they know will meet their needs, choosing the mainstream over the more challenging.

Likes and dislikes



What is their value?



With average levels of education and working full time, the Release segment tends to be reasonably well off, but they do not currently spend a large proportion of their income on the arts. They need to be reassured that the arts can meet their leisure needs before they will adapt their spending habits.

The Release segment is not forthcoming in its support for arts and culture, certainly in relation to their propensity to donate to such organisations. Due to their busy lives they are unlikely to make the most of the cost-saving benefits of membership, and have little free time for volunteering. Engagement with the arts for this segment is likely to be based on transactional relationships.

How to reach this segment



Key marketing proposition

‘Demonstrate that the arts offers the opportunity for a great time together with friends’

The Release segment is not adverse to consuming arts and culture, but needs to be reactivated. Remind these lost cultural consumers of what they are missing out on and reinforce the idea that time spent enjoying the arts and culture is time well spent.

They tend to stick to what they know when it comes to arts and culture. Risk reduction is therefore key for this segment; they are looking for assurances of a guaranteed good time. They are externally referenced so will respond to things that are well recommended and endorsed. They are also highly price sensitive; special offers and vouchers will attract them.

Affiliate marketing, list purchase and endorsements through known brands, individuals and organisations that the Release segment is already engaged with will be key to reaching them. They are unlikely to be actively looking for cultural activities, so push marketing that is eye-catching, contemporary and fun will be most effective.

They tend to be relatively low consumers of printed media, but titles such as *The Sun*, *Metro* and *The Times*, and celebrity gossip magazines are read slightly more than average.