



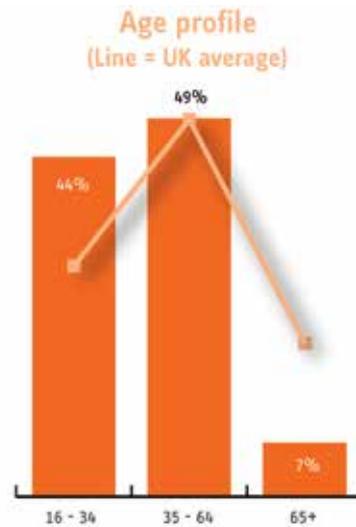
# STIMULATION

## Who are they?

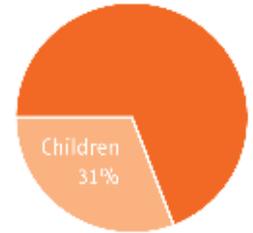
The Stimulation segment is an active group who live their lives to the full, looking for new experiences and challenges to break away from the crowd. They are open to a wide range of experiences, from culture to sports and music, but they like to be at the cutting edge in everything they do.

### Attitudes and life priorities

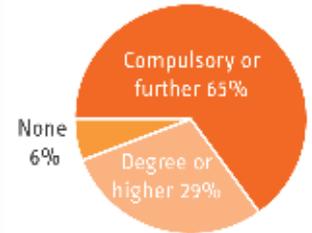
**ENJOYING LIFE  
GOING OUT  
TAKING RISKS  
LIVE MUSIC  
FOOD AND DRINK  
CONTEMPORARY EVENTS**



### Children at home



### Highest education level reached



## What needs are they looking to fulfil?

This segment wants to live a varied, entertaining life of novelty and challenge – hence the varied array of artforms they partake in and the level of risk they are willing to take. Their main reasons for attending arts events and activities tend to be for the social experience and to ensure they remain the ones in the know amongst their peer group.

As innovators and early adoptors, they are not guided by the opinions of others. Rather they are keen to break away from the mainstream, and are at the head of the pack in terms of finding out about new events and activities. Their keen sense of adventure and a desire to stand out from the crowd constantly encourages them to try new things, even if it means going out on their own.

## What do they do?

Artform interest index:

**+13**

Annual artform frequency index:

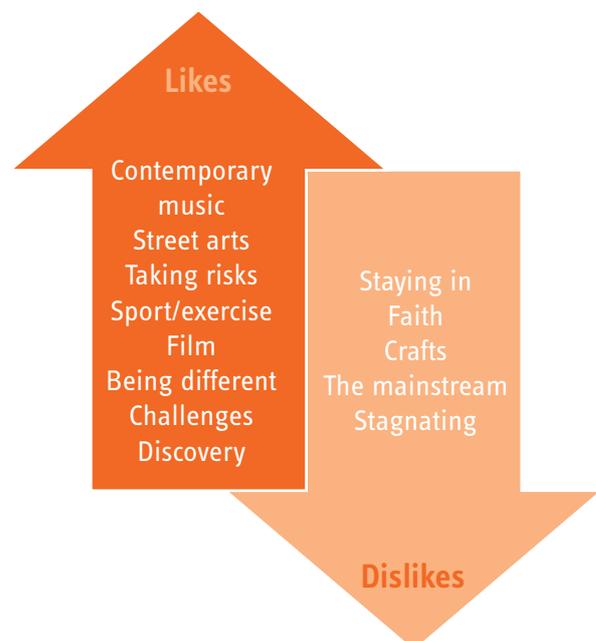
**+43**

Annual artform frequency:

**29**

The Stimulation segment has an interest in a wide range of artforms, and although they are happy to attend more traditional events, they often prefer to seek out more contemporary artforms such as music festivals, electronic live music and street art.

## Likes and dislikes



## What is their value?

### Expenditure

**79%**

Paid for exhibition ever

**60%**

Spent on culture past month

### Spend indices

Tickets



Food & drink

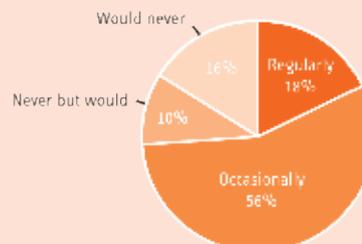


Souvenirs



### Support

Frequency of donating to arts, cultural or heritage organisations



**15%**

Current member arts / cultural organisation

**21%**

Volunteered in arts / culture past 12 months

They like to keep themselves occupied in their spare time and are keen arts attenders, across a varied range of artforms. Whilst they are not averse to spending money on the arts, the sheer range of activities that make up their spare time sometimes limits their arts expenditure.

Their hectic lifestyle and constant search for something new and exciting means they tend not to commit to one particular activity or venue for any length of time. As soon as an event becomes mainstream they look for something different, meaning that whilst their potential to attend any arts venue is high, their limited attention span results in a relatively low propensity to support individual organisations over the longer term.

## How to reach this segment

Offer events and activities on weekends and evenings

Target them with riskier, less well-known activities

Promote the sociable element

## Key marketing proposition

*‘Support their desire to be the first to try something new’*

This segment can be relatively straightforward to engage as they are already proactively looking out for new and interesting ways to spend their spare time. Alerting them to potentially interesting arts events at a sufficiently early juncture and focusing on the new, experimental, quirky and one-off will encourage their attendance.

There is little point in targeting the Stimulation segment with mainstream or blockbuster events – they will already know about them – but letting them know about less well-known, riskier events is a good way to generate interest. Their early adopter nature and desire to share their knowledge with others make them ideal to cultivate as brand ambassadors.

The Stimulation segment is one of the most likely segments to listen to Radio 1, BBC Radio 6 Music and Absolute Radio. They also have higher than average consumption of free newspapers, as well as *The Guardian* and *The Times* and film, sport and music magazines.