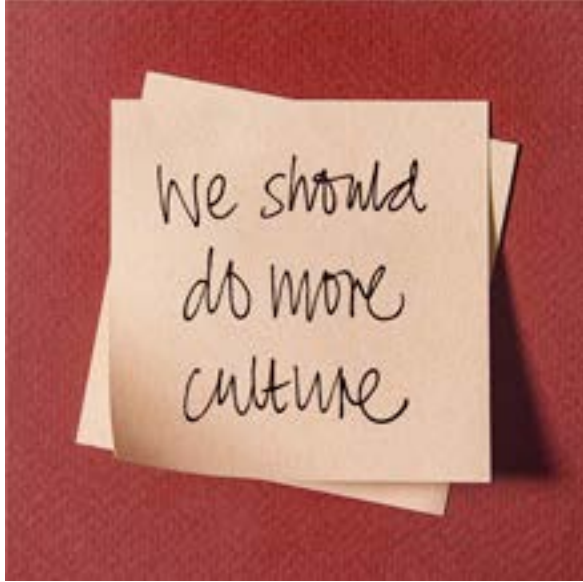
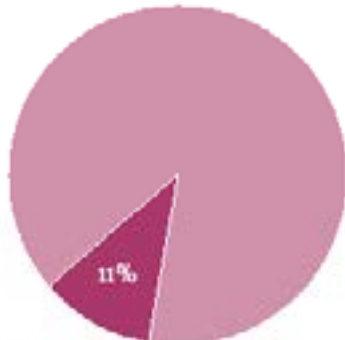


Affirmation



They're the one's for whom:

**nothing happens by
accident**



4,695,700 adults in UK population

Affirmation are perhaps the most **conscientious** of the segments. They're likely to have made a **deliberate decision to embrace more culture**. Culture is an important and worthwhile activity. Going to a museum or a play is a **commitment to personal well-being** that should be prioritised. They feel that culture is a **commendable pastime** and are keen that they do the right thing.

It's on my bucket list

Most likely to say...

Least likely to say...

C'mon - let's just take a punt!

**Self-identity
Improvement
Motivated
Considered
Diligent
Time well spent**

Attitudes and life priorities

Personal development

Doing the right thing

Quality experiences

.....
“It's important to get information as far in advance as possible. Planning is the first word.”

Capturing their attention

Affirmation need **plenty of endorsement** and supporting evidence. **Word of mouth** from a trusted friend would be the ultimate validation. But TripAdvisor, press reviews, and star ratings, will all **assure Affirmation that there's no risk** something's going to be a dud. Once they have decided, they want to be sure to have the best experience. The **devil is in the detail**.

Messaging should focus on...

Offering loyalty schemes and 'clubs'

Letting them know know early about forthcoming events

Promoting benefits as being both entertaining and educational

Top tip: Membership may provide Affirmation a way of getting even more value. They will initially join to gain personal benefits but as a segment looking for ways to feel good about themselves, a membership card fosters a sense of affiliation

Where to find them

- Highly motivated when it comes to keeping up to date.
- Use online sources extensively - customer review websites.
- Word of mouth is important - look for independent, unbiased endorsement.
- Have high newspaper readership and often use listings magazines and websites.
- Significantly more likely than average to pay attention to posters and billboards.

Building relationships

Like most of us, Affirmation want to feel **confident and dignified**. Museum interpretation for example should **make them feel smarter**, not reveal their ignorance. Signage, cloakroom facilities, clear seat reservations and great customer service should guarantee the trip is a success, not make them feel like a fish out of water. Affirmation will **return to organisations they trust to deliver**, so a little thought about **making people feel comfortable** goes a long way.

Souvenirs, programmes and other take-aways provide a reminder of positive experiences and a feeling of having done a good thing, but do need to be **worth the money**.

And if they don't already attend?

Affirmation are constantly shortlisting what to do, with a rolling list of potential things that would be worthwhile. The challenge is to make yours the best choice. When reaching them the first time, risks need to be managed. Affirmation is the segment that does nothing by accident and makes carefully judged decisions. Marketing needs to present a place as welcoming, something they can identify with, and somewhere they can see themselves going. However, once they are familiar with something, they add it to their repertoire, because it's a known entity and they know what they're going to get.