

# Enrichment



They're the ones who:

see the present through  
the lens of the past

7,257,000 adults in UK population



Enrichment tend to be lovers of history with a **respect for the past**. They are strongly **independently minded** and exert their right to be **cautious**. They tend to have established tastes and habits and know what they will enjoy. Enrichment will look for **the thread that links them** to what went before.

When it comes to art and culture Enrichment veer towards things they believe to have **stood the test of time**.

It's stood the test of time

Most likely to say...

Least likely to say...

So much better than the original

Tradition  
History and heritage  
Conservation  
Nostalgia  
Learning

Attitudes and life priorities

Understanding the past

Arts and crafts

Home life

Nature, gardening

Lifelong learners

.....  
"If it shares the insights and they are accurate, then I know I am on a good path."

## Capturing their attention

Enrichment don't like the idea that marketing will trick them or manipulate them into buying something. They look for **plain English information** that **supports the quality** of the product.

Due to their cautious nature, try before you buy, clips, excerpts and thorough information will **reassure them**. They are also **price sensitive** and often **assess value for their money** and want to know exactly what they're investing in.

Messaging should focus on...

Focusing on nostalgia

Highlighting the traditional and established

Providing good value for money

**Top tip:** For those in invested loyal relationships, the opportunity to volunteer could provide a way of doing something sociable that is aligned with their preferred pastime.

## Where to find them

- Typically less digitally engaged and the least likely to use content sharing sites regularly.
- Less motivated by the idea of being up to date.
- Newspaper readership is below average but radio listening is higher.
- Least likely to be on e-mailing lists
- Visits to organisations' websites are usually to plan for an already chosen visit.

## Building relationships

Enrichment are not looking to broaden their horizons and will **remain loyal** to the **organisations that feel most relevant** to them.

Membership too is a route to closer engagement by providing **increased value** – either monetary or through additional benefits, rewarding expert opinion and information.

**'A little bit more interpretation would have been good - I like being talked through artworks by guides. I want to relax, reminisce and have a good-value day out.'**

## And if they don't already attend?

This segment are likely to have a small number of organisations they know to cater to their needs. Their caution also makes them less frequent attenders than some of the more prolific segments and they have lower levels of secondary spend. Reaching the non-attending Enrichment will be all about convincing them of your personal relevance to them. Overtly showing them the unbroken thread of history that connects things. Risk will be mitigated by providing details of what to expect, any clips or try before you buy opportunities available and introductory offers.