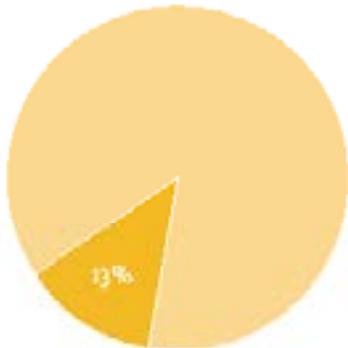


# Expression



Think of them as:

**'people' people**



5,549,500 adults in UK population

Expression are 'yes' people. They're **full of enthusiasm** with varied and eclectic cultural tastes. They're in tune with their **creative side**, are fun-loving and see culture as a way of **broadening horizons**.

They enjoy activities that help them **connect with and share experiences** with others. They are community-minded and, as such, put a high price on **inclusivity**. They like to be sure that everyone is welcome to enjoy the benefits of engaging.

Use it or lose it

Most likely to say...

Least likely to say...

But what's in it for me?

**Receptive  
Community  
Nurturing  
Generous  
Committed**

Attitudes and life priorities

**Living life to the full  
Community and family  
Arts, crafts, culture,  
creativity, nature**

**“For me, it's really important to create memories with friends and family.”**

## Capturing their attention

Expression don't like being 'marketed to' because they want to be inside, and **part of the conversation**. They don't want to be advertised to, it feels impersonal. They want an **emotional, personal connection** with organisations – more like a friend.

Marketing needs to actively demonstrate a **desire to welcome** the widest possible audience.

Messaging should focus on...

### Debates and discussion

### Building networks that appeal to their community spirit

### Highlighting the opportunities for participation

**Top tip:** Expression are often visually driven. Organisations must make sure marketing has beautiful, natural images. Being people people they also like to see close up faces of artists

## Where to find them

- Often feel they don't receive enough information about what's on.
- Take note of things they see advertised when out and about.
- Engage with local area Facebook groups.
- Radio is particularly popular – especially local stations.
- Their newspaper readership (including print editions) is higher than average.
- Above average readership of magazines, including TV listings and Home magazines.

## Building relationships

Expression have a very strong sense of **civic responsibility** with a natural in-built predisposition to support non-profit organisations. Organisations who are doing something that promotes egalitarianism, access and democracy command more of their support.

Expression is the segment **most likely to say nice things about you, to join, to donate, to volunteer**. There may be a personal motivation, but it's also their duty: they're people who put their hands up for things. They feed off the **social nature of such interactions**: meeting other volunteers and the people they're helping. They're **network people** and want to be part of something bigger.

## And if they don't already attend?

Expression talk about the arts brands they love in terms of their diversity, creativity and inclusivity. They eulogise about live experiences with wonderful artists, shared with others. However, they may be wary of going places or joining in things that appear to be for those "in the know". Arts brands who appear to privilege quality over openness and inclusion may not be their first port of call. There are plenty of other opportunities through organisations who are more embedded in the community, go out of their way to offer access points and welcome the less initiated.