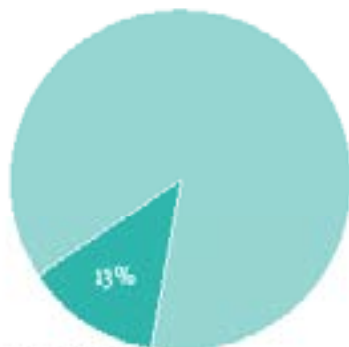


Perspective



They're the ones who:

are happy in their own bubble



5,549,500 adults in UK population

Perspective are **fulfilled**, happy doing their own thing, driven by their own agenda. They are very focused on a **limited number of interests** they find satisfying and rewarding and have a **low appetite for expanding** this repertoire.

Perspective have a need to **make their own discoveries**, so it will be their **desire to learn** that provides a focus for any cultural engagement.

I'm fine doing my own thing

Most likely to say...

Least likely to say...

Let's go out and do something totally different

**Self-sufficient
Independent
Focused
Reflective
Fulfilled**

Attitudes and life priorities

Reading

Learning

Personal space

.....
“When I’m looking at a painting I’m looking at paint, not a painter. I don’t need to empathise or know what was going on in their life.”

Capturing their attention

When it comes to marketing, Perspective are the one segment that have **no fear of missing out**.

If what you're doing **aligns with their pre-existing interests** and ignites their passion, then they will arrive with great motivation to engage, hoping you will really bring things to life for them. However, given these tend to be **private passions** it will be for them to **discern its relevance** to them.

'The information does nothing to enhance my interest in [the topic]. I would attend purely because of my personal interest.'

Top tip: Given that Perspective have a relatively small set of activities they turn to, their loyalty can be valuable to those able to win it. Membership will provide them with access under their own terms, giving them the functional benefits of flexibility and good value. They're not, however, interested in being part of something collective.

Where to find them

- Have a predetermined idea of their interests,
- Less influenced by what others are doing and less open to marketing persuasion.
- Only subscribe to emailing lists that are directly linked to their personal passions.
- Don't take active measures to keep up to date
- Media consumption across most platforms is mainstream and in-line with the average

Building relationships

Perspective tend to be **self-centred** and not ultimately interested in having a relationship with

Messaging should focus on...

Offering taster sessions

Tapping into and building on existing interests

Respecting their individuality and

And if they don't already attend?

You could ignore them for a lifetime and they wouldn't realise. They view it as their business if they decide to engage with you – not yours to try and persuade them. Therefore, on the most part, they don't make a priority segment to actively target as the return on investment is less rewarding than for other segments. Those in the market for what you do, are likely to attend – providing you have sufficient profile and people can find out what's on. This may also be the case where you are picked up by the blogs or editorial they follow. Others will come on their own terms and you may pick them up along the way.