

A teal background featuring a row of silhouettes of people wearing headsets, suggesting a call center or customer service environment. The silhouettes are dark teal and span the width of the slide.

# **THE NEW MAINSTREAM**

# RESPONSIBLE REBELS

## Work hard, play hard – it's never enough.

Responsible Rebels work hard to be financially secure and they're quite hopeful for their future careers. Some even have a kid at home to think about. But once they've clocked off, they become our most rebellious group yet.

They live life on the high and like to lose control. This carefree attitude helps keep their stress levels low.

They're an open-minded bunch and always welcome new technology.

They think of themselves as rebels.





## PROFILE:

- Mostly 25-34
- Live in urban areas and London
- Becoming career-focused
- Half of them have kids
- Highest income and high spenders
- Wide range of interests
- Spend a lot on live music
- Think NME is for young people like them.

## WHO THEY LISTEN TO:

Everyone and everything! These people are hungry for information and they use a wide range of media to get their hands on more.

They're our biggest group of magazine readers for what to buy and do and they follow these magazine brands on social media too.

They trust media brands that are still in print more than digital-only ones, and they're still quite sceptical of bloggers.

- magazine editor
- online reviews
- online videos
- experts on social media

## WHAT THIS MEANS FOR BRANDS?

They're our top group to seek out new consumer brands and they follow a wide range of experts, media brands, magazine editors and friends on social media. They use trusted brands to verify things.

## HOW TO SPEAK TO THEM

Be honest, entertaining and inspiring.





# URBAN OPTIMIST

## LIFE IS PEACHY AND THEY'RE HUNGRY FOR MORE

Urban Optimists believe that their generation has never had it so good.

They love their social lives – spending time with friends and family is one of their top priorities. They're pretty confident about their lives now and in the future. They know they'll buy a house and enjoy a comfortable retirement, but they're not in a hurry to settle down just yet!

They're true pleasure seekers and they identify themselves as Millennials.





## PROFILE:

- Mostly urban with a good job
- High income and high spenders
- Wide range of interests
- Enjoy shopping and fashion
- Care about the environment and human rights

## WHO THEY LISTEN TO:

Although they're not easily influenced by many things, they like to read magazines for ideas on what to buy and they follow these magazine brands on Facebook.

They prefer journalists and editors to curate their content than just searching on social media and they trust media brands that are still in print more than digital-only ones.

- magazine – both on and offline
- Facebook
- TV
- radio
- print
- magazine editors
- brands on social media

## WHAT THIS MEANS FOR BRANDS?

Urban Optimists trust in the consumer brands that they know and are comfortable buying the same brands, but they're always up for discovering new ones.

## HOW TO SPEAK TO THEM

Be inspiring and personal.



# TROUBLED TRADITIONALISTS

## SUBURBAN, RESPONSIBLE AND STRESSED ABOUT LIFE

They're responsible, they're rational, and they prefer sticking to plans, thank you very much. Troubled Traditionalists put family and financial security at the top of their list, but they won't have kids until the time is right. It's very important to them that they're seen as 'good' people.

They're generally quite stressed about life and negative about the future. They don't really embrace new technology either.

They tend to invest in experiences like holidays to de-stress, but only if they know someone who's been there first.







## PROFILE:

- More likely to be female
- Very suburban and rural
- Medium income
- Like TV and film
- Enjoy eating out
- Interested in politics

## WHO THEY LISTEN TO:

These are traditional and very visual people. They prefer curating information themselves on social media.

Recommendations from friends and family will top brands and experts on social media any day of the week.

- TV
- Youtube
- print
- friends and family
- social media

## WHAT THIS MEANS FOR BRANDS?

They love a mix of new consumer brands and old, but they don't follow them on social media – they prefer actively searching for things themselves. To get to them, you've got to go through their friends and family.

## HOW TO SPEAK TO THEM

Be honest, knowledgeable and entertaining.



# HASHTAG HEROES

## THIS, THE YOUNGEST, SEGMENT ARE PASSIONATE ABOUT EVERYTHING

Everything is important and everyone matters. Hashtag Heroes believe there are still loads that need to be changed in the world and they're the people to fight for it. The rebel era is still alive and kicking as far as they're concerned.

Our Hashtag Heros are full of fire. They have plenty of energy so they're always on the look out for new technology and they're always connected. They plan their spare time really carefully and they're super positive about the future – they're sure they'll be able to buy a house one day.

Their top goals? Financial security, to have time for family and to be a good person. Talk about wanting everything!







## PROFILE:

- Our youngest group – mostly 18-21
- 60% female
- Students or starting off in their careers
- Mostly single
- No kids
- Loads of interests
- Spend most of their money on socialising
- Love music, tech, eating out
- Love discovering holidays and

## WHO THEY LISTEN TO:

This is an open-minded group. They keep their media options wide, using everything from print to TV and digital.

They read magazines to find out what's going on out there and to stay updated on their passions. They trust opinions of friends, family and vloggers most.

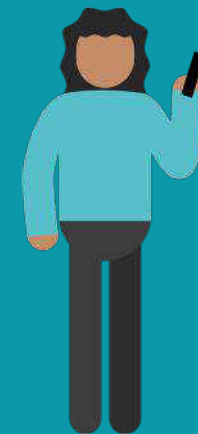
- TV
- print
- radio
- books
- social media
- magazines – both online and print
- vloggers
- bloggers
- friends and family
- journalists

## WHAT THIS MEANS FOR BRANDS?

They really, really care about brands. They follow brands and experts on social media and they interact with digital-only ones too. They think Heat is great for young people.

## HOW TO SPEAK TO THEM

Be entertaining.



# SOFA SURFERS

## EVERYTHING IS “MEH” AND NOTHING IS WORTH THE DOSH

Life is just one big shrug to the Sofa Surfers. They don't want to discover anything new. They're not bothered about trends or calling themselves Millennials.

Nothing's really that big of a deal and they're not that fussed about climbing the career ladder either.

They think this is a pretty rational approach to life. It's not like they're going to be able to afford a house or a good retirement anyway.





## PROFILE:

- Mostly 25-34
- Lower income with many out of work
- Mostly rural northern towns
- Low spenders with few interests
- Rarely go out
- Stay in to watch TV and films

## WHO THEY LISTEN TO:

Sofa Surfers won't use a lot of media touchpoints but you'll find them online. They trust their friends, family and videos on Youtube when it comes to recommendations.

They're least likely to read print. They don't like editors or experts and don't look for ideas for things to buy from magazines – they prefer to find the ideas themselves on social media.

- Youtube
- Facebook
- email
- friends and family
- TV

## WHAT THIS MEANS FOR BRANDS?

Not very good, we're afraid. They're the least likely to interact with brands – they only talk to friends on social media. They don't look for new brands either.

## HOW TO SPEAK TO THEM

Be honest, informative and inspiring.





# CROWD SOURCING CONSUMERS

## THEY DON'T CARE MUCH ABOUT ANYTHING BUT THE PLEASURE RIGHT NOW

Life's too short to worry about... well, anything, according to the Crowd Sourcing Counsumers. There's no time to get stressed out or wonder how they'll climb that career ladder. Being rational is so overrated.

It's all about getting maximum pleasure out of life, right now. They're all for being spontaneous and living on the edge. If there's money in their pockets, they'll spend it, whether it's on cool tech, the latest fashion or a ticket to the match. That's what they work for, right? They love to treat themselves to a few pints down the pub and watch the footie with their mates. While they're there, they don't mind putting their phones away and forgetting about the digital world for a while.

They definitely don't identify with the term 'Millennial'.





## PROFILE:

- Mostly male
- Medium income
- Quite big spenders
- Socialise a lot
- Don't eat out
- Enjoy fashion
- Spend a lot on music, TV and film
- Love sports and live music

## WHO THEY LISTEN TO:

Not many, to be honest. They like reading sports content online, but they don't like editors, don't follow magazine brands and don't trust people to make their minds up for them. They don't read print anymore and use very few sorts of digital media.

- vloggers
- email
- Facebook

## WHAT THIS MEANS FOR BRANDS?

These guys don't really engage with brand messaging in the traditional sense. They like to 'discover' new things for themselves based on experience and recommendation.

## HOW TO SPEAK TO THEM

Be direct, confident and authoritative, but don't be afraid to be playful.

