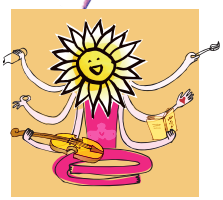
Culture Segments Oslo

Essence
Self-development, exploration, lifelong learners, adventures, experience over material goods independent minded.

17% of the culture market



Expression
Live life to the full, nature, community and family, faith and spirituality, receptive and open.

14% of the culture market

Affirmation
Personal development, quality time with others, wholesome leisure activities family time, peer validation.

8% of the culture market

Enrichment
Nature, gardening, countryside, home life, the past, faith, traditional, inner-directed, no fads or fashions.

7% of the culture market

Stimulation
Going out, taking risks, standing out, ahead of the curve, food and drink, aware of what others think.

15% of the culture market

Release
Work and family, relaxation, entertainment, socialising outside the home, priorities are close to home.

12% of the culture market

Perspective
Optimistic, inner-directed, learning, the outdoors, own needs are important.

14% of the culture market

Entertainment
Celebrity, sports, thrill, escapism, fitting in with the crowd, externally referenced, priorities are close to home.

13% of the culture market

Culture Segments Oslo

Audience Atlas Oslo

Audience Atlas Oslo is the most detailed survey of cultural audiences ever undertaken in Oslo.

Audience Atlas Oslo samples 1,500 adult respondents (aged over 15) who are in the market for art, culture and heritage activities and events. They are drawn from Oslo and Akershus – and weighted to be representative of the whole market.

It's rich and relevant. Audience Atlas Oslo goes beyond the usual profiling. It measures lapsed and potential, not just recent engagement. It maps the market's motivations, not just its behaviour. Audience Atlas covers many artform, leisure activities and individual arts and cultural venues across Oslo.

Audience Atlas Oslo defines your market. Then it cross analyses your lapsed, current and potential future market to provide detailed insight into your audiences. It supports realistic target setting, identification of potential markets and partner organisations. It provides powerful data for funders.

Culture Segments

Culture Segments is a new, international, sector-specific segmentation system for arts, culture and heritage organisations. The system is powered by data from Audience Atlas Oslo, and draws upon a decade's leading-edge practice helping organisations to truly understand and meet the needs of audiences for arts, culture and heritage.

Culture Segments provides the sector with a shared, international language for understanding the audience, with a view to targeting them more accurately, engaging them more deeply, and building lasting relationships. It is designed to be more subtle, granular and sophisticated than existing segmentation systems. This is because it is based on people's cultural values and motivations. These cultural values define the person and frame their attitudes, lifestyle choices and behaviour.

The segments are distinguished from one another by deeply-held beliefs about the role that art and culture play in their lives, enabling you to get to the heart of what motivates them and develop strategies to engage them more deeply.

Culture Segments has highly practical applications. The system is TGI-ready, which means you can use it with your media-planning agency to increase effectiveness. It uses a small set of Golden Questions, which can easily be included in audience surveys or databases to evaluate the success of campaigns and better understand your existing audiences. The system can also be used to recruit focus group respondents and build online panels to explore your brand, test your marketing campaigns and inform product development.

Essence

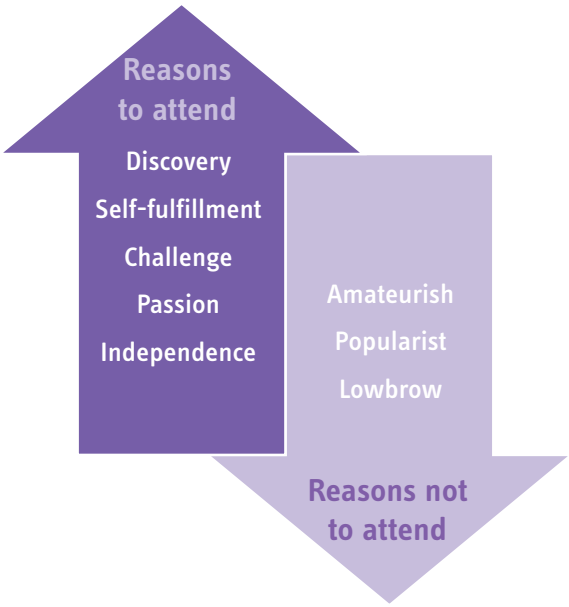
Culture Segments

Introducing...

This segment tends to be well-educated professionals. They are leaders not followers, confident in their tastes, adventurous, discerning. They pay little attention to what others think and act sponteneously according to their mood.

Outcomes sought: Rather than a social activity or entertainment, culture is a source of self-fulfilment and challenge - a means of experiencing life.

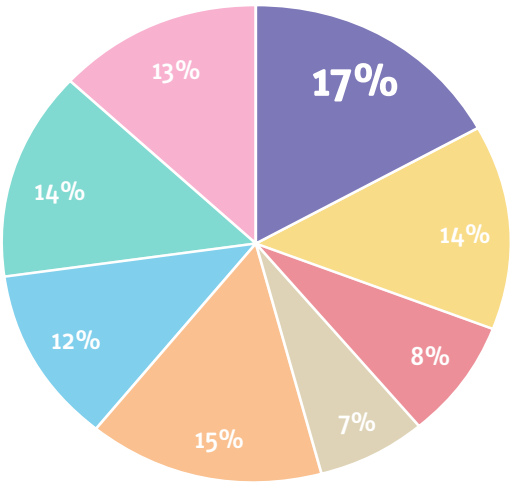
Motivations and barriers



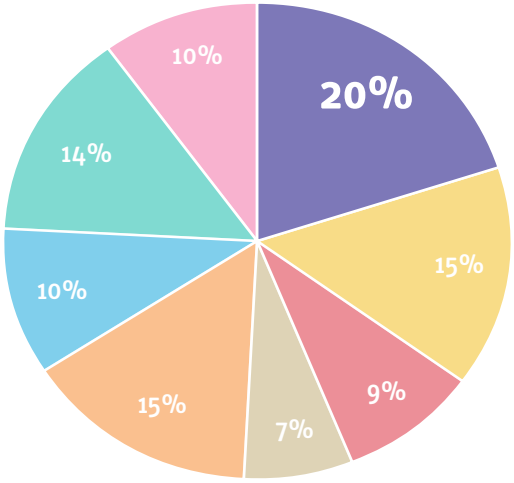
Key marketing proposition:

'Flatter their independence and sophisticated tastes'

Culture market



Performing arts market



Essence · Expression · Stimulation · Release · Affirmation · Enrichment · Perspective · Entertainment

Attitudes and values...

EXPLORING
SELF-DEVELOPMENT
LIFELONG LEARNERS
EXPERIENCE OVER MATERIAL GOODS
ADVENTURES
INDEPENDENT MINDED

How to engage this segment

Essence are sophisticated and discerning - priding themselves in recognising high quality. They're proactive in finding out what's on and value discovery over recommendation. They'd rather trust their own judgement. But they do need to be furnished with all the relevant information in order to do so.

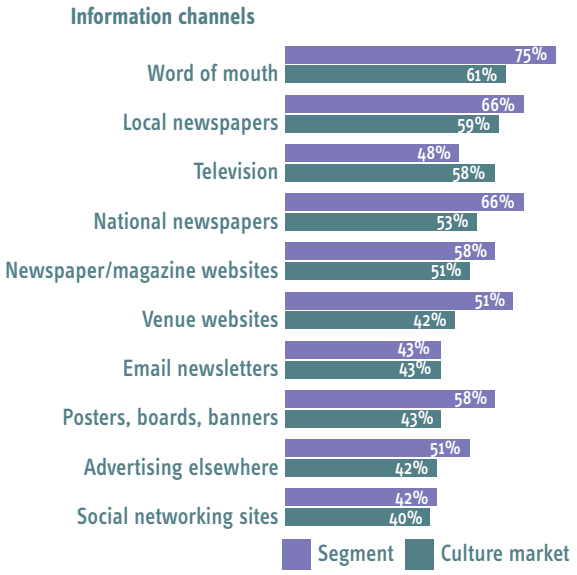
Essence

Finding out about culture

Word of mouth is the most frequently-cited source of information helping Essence to plan their cultural life as they can be sure that it comes from a trusted source. Essence are considerably more likely than all other segments to use venues' leaflets, brochures and flyers plan their visits. They are also one of the segments most likely to use posters on the Metro or Tunnelbane to inform planning,

Local and national newspapers are also common sources of information, with Aftenposten indexing highest, followed by Dagbladet and Verdens Gang.

Attitude to marketing: Essence dislike feeling sold to and are wary of marketing which they tend find patronising. Marketing is aimed at 'other people'.



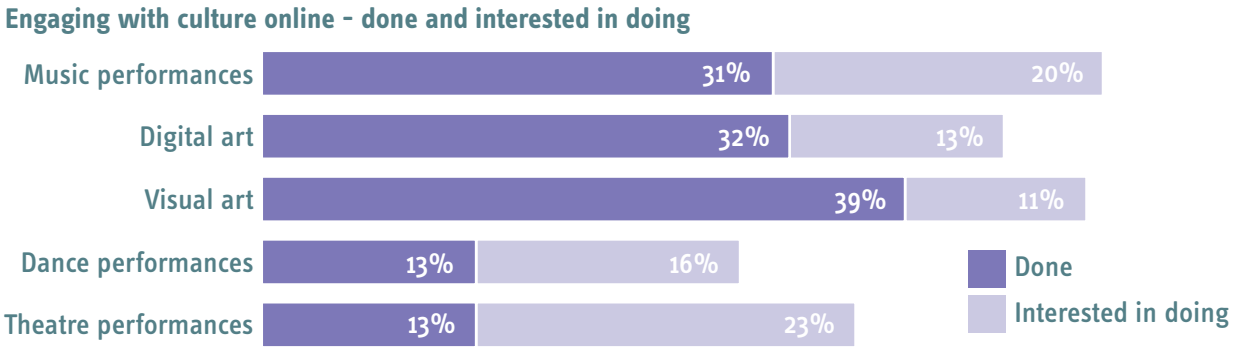
Marketing messages

Essence are very independent minded, will actively avoid the mainstream and are equipped to make their own judgement. They're looking for quality and excellence and will come on their own terms. While they proactively seek information, their aversion to 'marketing' can mean they miss things. Therefore all the key information needs to be provided in a clear, unbiased way across the channels they engage with. Design may, or may not be, to their taste but their decisions will be based on other factors.

Digital consumption

- The segment second-most likely to the the internet for personal development and learning
- Above average use of audio streaming
- Less likely to spend time streaming video

Essence are a segment which learns online. They show high propensity to listen to online audio and to browse entertainment and information sources. They are also functional users of the internet, and are likely to be keen e-mailers. However, their cultural lives are lived mainly offline, valuing live experience.



Essence

Values and affiliations

Essence are the joint most likely segment to belong to a music, theatre or arts organisation (with Stimulation). And they are the most likely of all segments to 'strongly' agree that government subsidy of the arts is a good use of money.

They are also the most likely of all segments to belong to a trade union and to actively join an environmental organisation.

I'd rather go to the theatre than the cinema... more fascinating, better to see live performances.

Outcomes sought

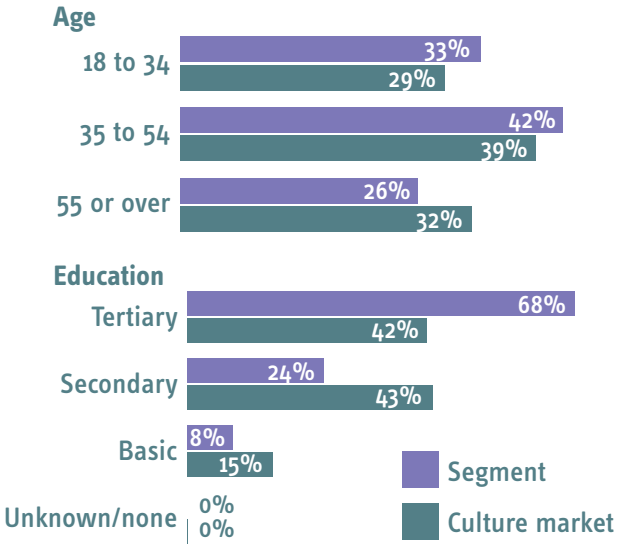
- Self-expression, personal fulfilment
- Imaginative and creative stimulation
- Discovery of something new and exciting

- Passing the time agreeably
- 'Family time'
- Keeping up with the crowd

I trust, someone who knows me and my tastes

Demographics

Essence tends to hold tertiary level qualifications; they are more likely than average to live in Oslo and to be female. That is not to say they are exclusively so, as Culture Segments are not defined by demographics. The age profile of this segment is broadly similar to the culture market overall.



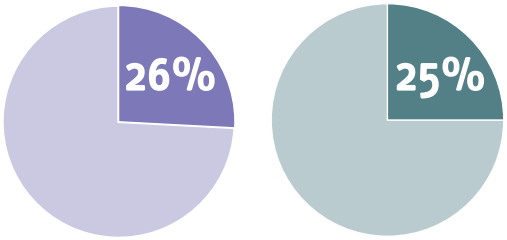
Gender, origin and income

62% are female (av. 51%)

63% live in Oslo (av. 54%)

52% earn NOK 500k - 999,999k (av. 48%)

Children at home



Expression

Culture Segments

Introducing...

Expression are in-tune with their creative side. They are confident, fun-loving, people who accommodate many interests. They enjoy joining and building communities. Culture is for sharing - not following carefully developed tastes.

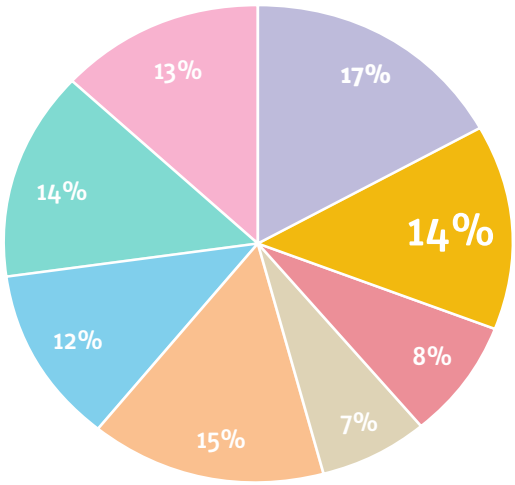
Outcomes sought: Expression want to see everyone getting something out of the experience and to have personal, emotional connection.

Motivations and barriers

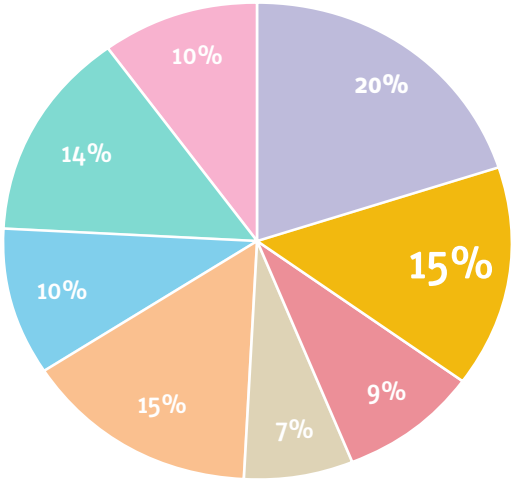
Key marketing proposition:

'Tap into their desire to be part of something bigger'

Culture market



Performing arts market



Essence · Expression · Stimulation · Release · Affirmation · Enrichment · Perspective · Entertainment

Attitudes and values...

LIVING LIFE TO THE FULL
COMMUNITY AND FAMILY
FAITH AND SPIRITUALITY
NATURE
RECEPTIVE TO THE VIEWS OF OTHERS
OPEN TO REVIEWS AND RECOMMENDATION
HAPPY TO LEAD FROM WITHIN

How to engage this segment

Culture is a form of self-expression therefore Expression like to hear about creative process and what it means to the artists. They are looking for shared experiences and want to feel part of something. and to connect with like-minded individuals Providing and promoting opportunties to share and discuss will appeal.

Culture Segments

Expression

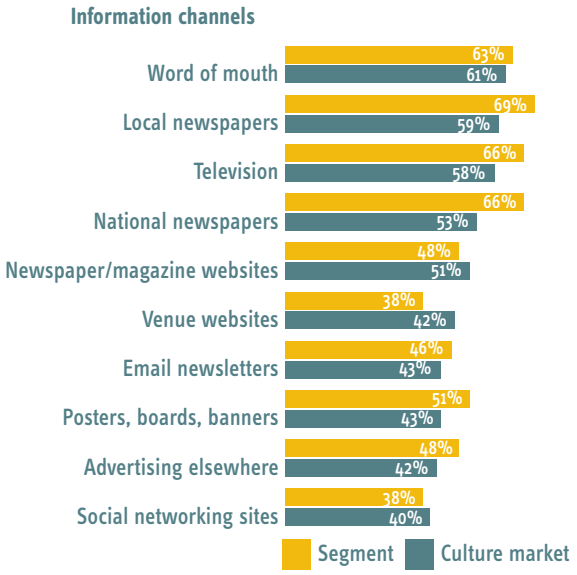
Finding out about culture

Expression commonly use broadcast media to inform their planning for cultural activities. They are the segment most likely to use television or radio as a source of information.

Other popular sources of information are printed, with local and national newspapers - in particular Aftenposten followed by Verdens Gang - their top two sources of information.

In addition, posters, boards and banners outside venues and advertising and listings rank highly when compared to other segments.

Attitude to marketing: Expression want to feel that they belong. Treat them as friends - don't spoil the relationship by giving them the 'hard sell'.



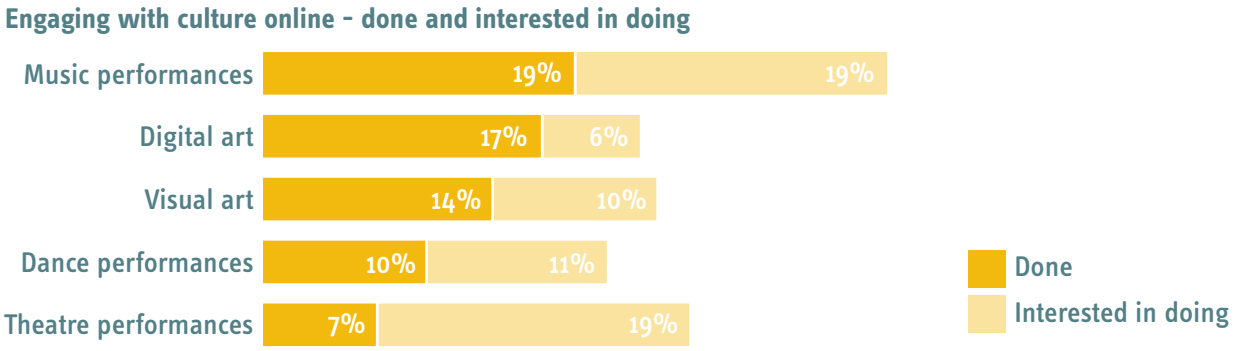
Marketing messages

Expression respond to communications that reflect open, inclusive values such as sharing reviews of others and revealing insights into the artists and their processes. Keen to keep up with current affairs, they are consumers of broadcast and print media and their desire to belong to their community make local papers an effective channel. Their natural desire to bring people together also makes them ideal ambassadors by encouraging and incentivising them to spread word of mouth.

Digital consumption

- The segment most likely to use the internet for blogging or contributing to online ratings sites
- Below average use of internet for playing online games or streaming music
- Functional users: they are more likely than average to use e-mail and online banking services

Expression are generally functional internet users; they keep in touch via e-mail and use online services like internet banking, but do not use the internet to source information or for entertainment. They are the segment least interested in online gaming and are infrequent streamers of audio content.



Expression

Culture Segments

Values and affiliations

While Expression dislike exclusivity they like belonging and are likely to hold membership of an arts, theatre or music organisation. They enjoy the outdoors and feel intune with nature. A quarter of them also belong to an outdoor life organisation.

Expression value culture and most agree that subsidising the arts is a good use of government money. Politically, they are a right-leaning segment, with the largest proportion (32%) voting for Høyre at the last election.

One can feel the togetherness... and share experiences that create friendships.

Outcomes sought

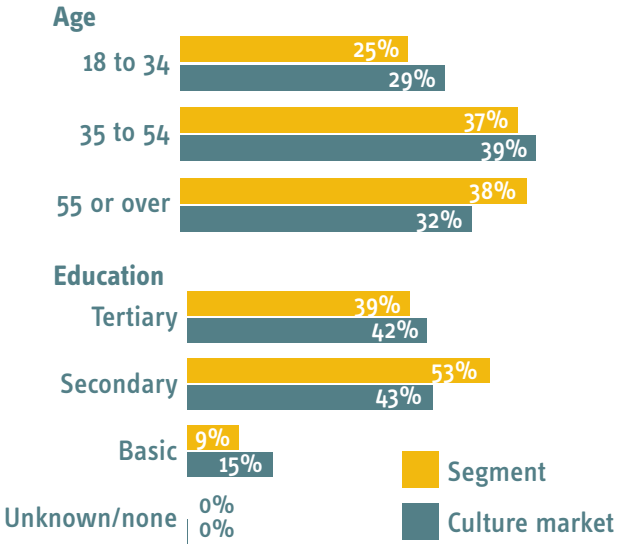
- 'Joining in with the conversation'
- Expressing self and feelings
- Developing cultural and personal identity

- Something for the kids
- Leaving daily life behind
- Just a way of killing time

...having the experience, thinking back on it or talking about it with the people I was with.

Demographics

This segment has few demographically distinguishing features and Culture Segments are derived by psychographics not demographics. They are more likely than average to hold secondary level qualifications, and are slightly less likely to have children at home.



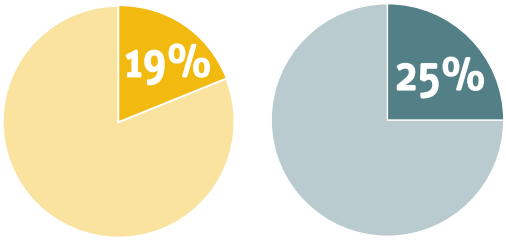
Gender, origin and income

50% are female (av. 51%)

53% live in Akershus (av. 46%)

30% earn under NOK 500k (av. 32%)

Children at home



Affirmation

Culture Segments

Introducing...

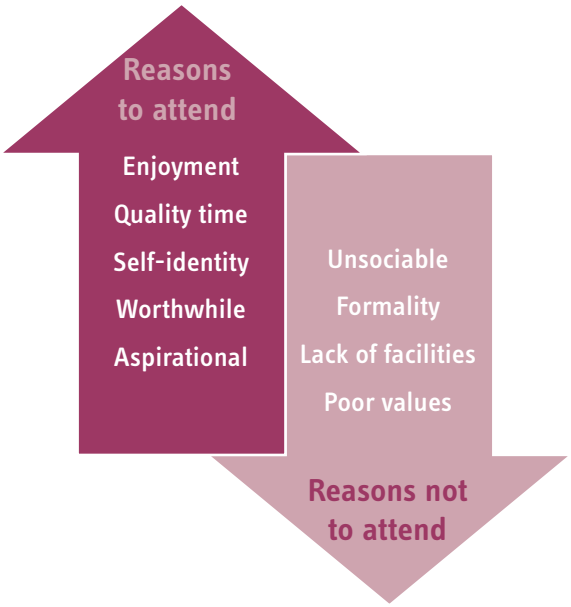
Affirmation are careful decision makers, always weighing up the options. They want to be sure they are doing the right thing and getting something more worthwhile out of life. They are open minded when it comes to arts and culture.

Outcomes sought: Affirmation want an enjoyable quality time with others. However they also seek self-improvement rather than pure entertainment.

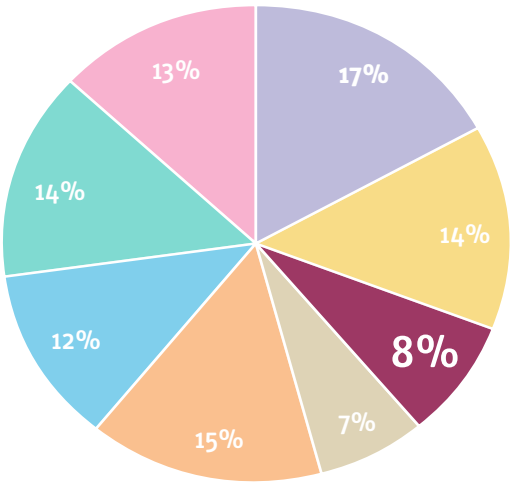
Key marketing proposition:

'Culture is a more valuable way of spending time with others'

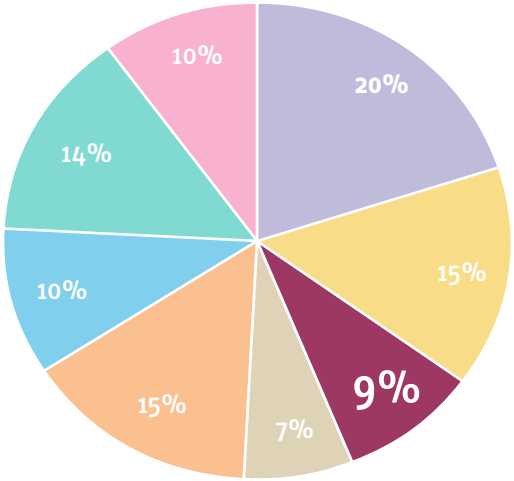
Motivations and barriers



Culture market



Performing arts market



Essence · Expression · Stimulation · Release · Affirmation · Enrichment · Perspective · Entertainment

Attitudes and values...

FAMILY NEEDS
PERSONAL DEVELOPMENT
QUALITY TIME WITH OTHERS
WHOLESOME LEISURE ACTIVITIES
ENJOYABLE EXPERIENCES
CONSCIOUS OF THOSE AROUND THEM
PEER VALIDATION

How to engage this segment

Affirmation recognise culture as a valuable way to spend time. However they need to be given clear reasons for selecting a cultural activity over wider leisure choices. Emphasise the dual benefit of fun and learning, demonstrate great value, and provide validation and endorsement to push options further up their decision set.

Culture Segments

Affirmation

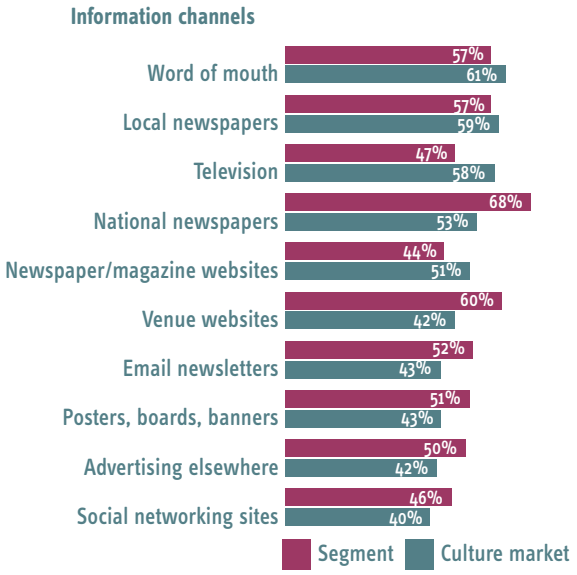
Finding out about culture

Careful decision makers, Affirmation research their visit online. Venue websites are the second most common source of information for cultural visits after national newspapers. Seeking reassurance they are doing the right thing they are by far the most likely of any segment to use an online rating site such as TripAdvisor to inform their visit.

They are the highest users of online what's on' listings and many of them also use e-newsletters as a source of information.

In print, Affirmation most frequently read Aftenposten and Verdens Gang.

Attitude to marketing: Affirmation need marketing to help them work out the best option, so they can be sure - and reassured - they are doing the right thing.



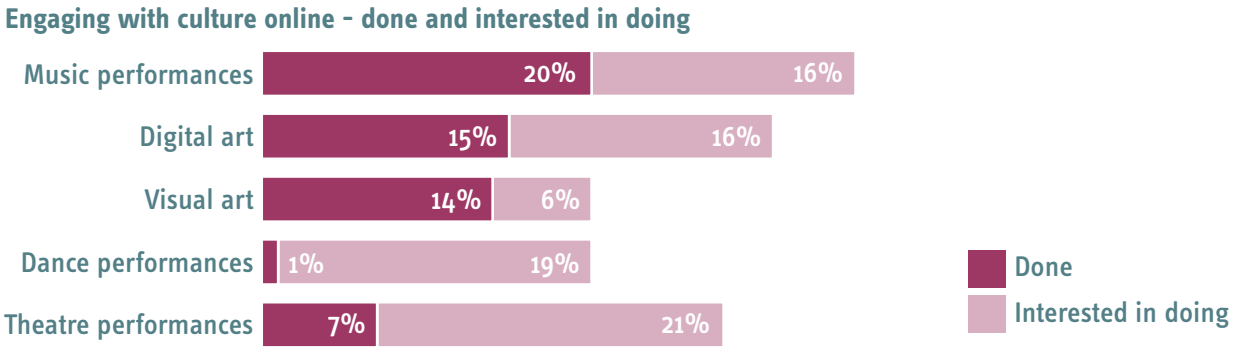
Marketing messages

Culture is competing with other leisure choices so needs to stand out visually and grab attention. It needs to clearly articulate the benefits they will get from engaging not just the features of an event. Use online platforms to demonstrate the value you offer and support their view that you offer a more worthwhile way of having a fun time with others. Use endorsements, reviews and online comments to provide reassurance that they are making the right decision and that it will be both social and improving.

Digital consumption

- Keen social networkers and users of YouTube and other video streaming sites
- Unlikely to be 'functional' internet users - less likely to use e-mail or online banking
- Only infrequently use the internet to improve their own knowledge and understanding

Although Affirmation enjoy the internet's audio and video content, they are less likely to use it to satisfy their day-to-day information needs - they display below average propensity to browse online newspaper content, and are less likely to correspond via e-mail or manage their finances online.



Affirmation

Culture Segments

Values and affiliations

Affirmation have the equal highest levels of political party membership but one of the lowest levels of membership of arts, music or theatre organisations. However, 82% agree that funding the arts is a good use of government money, 42% 'strongly' agree.

They are the segment most likely to have voted for Høyre at the last election (37%).

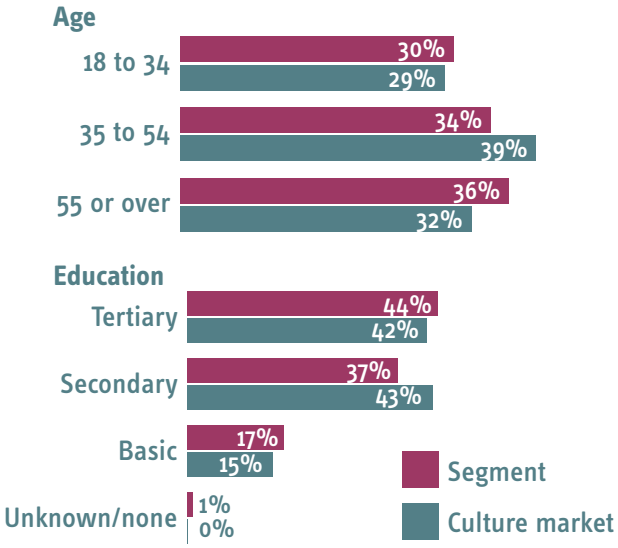
Outcomes sought

- Creative self-development
- An ability to join the cultural conversation
- Reflection and contemplation

- Nostalgia
- To feel a personal connection
- Self-expression

Demographics

Affirmation tend to be female and resident in Oslo. Their age distribution reflects the population overall. Note, since segments are defined by values and attitudes, not demographics, it should be remembered that there are also male members of this segment resident in Akershus.



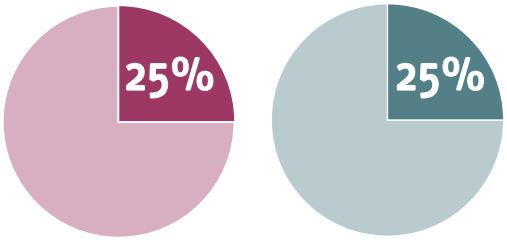
Gender, origin and income

74% are female (av. 51%)

62% live in Oslo (av. 54%)

24% earn over NOK 1 million (av. 24%)

Children at home



Enrichment

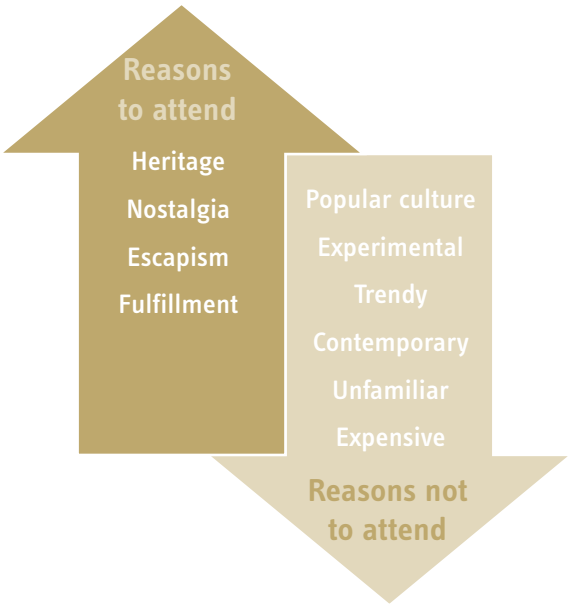
Culture Segments

Introducing...

The Enrichment segment have established tastes and enjoy culture that links to their existing interests, including nature and heritage. They tend to veer towards the established and traditional. They are risk averse, sticking to the familiar.

Outcomes sought: Enrichent are looking for a sense of nostalgia, beauty and awe and wonder whichn motivates their engagement with culture.

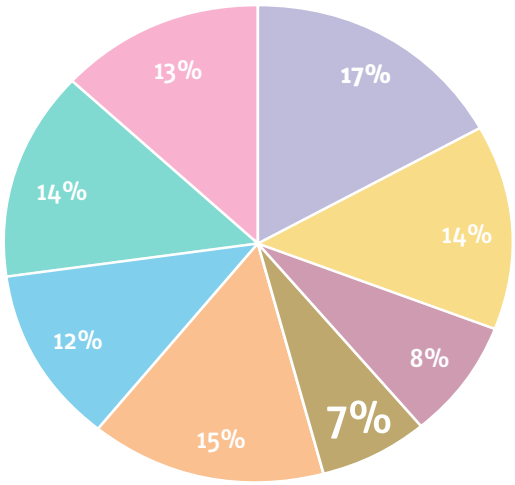
Motivations and barriers



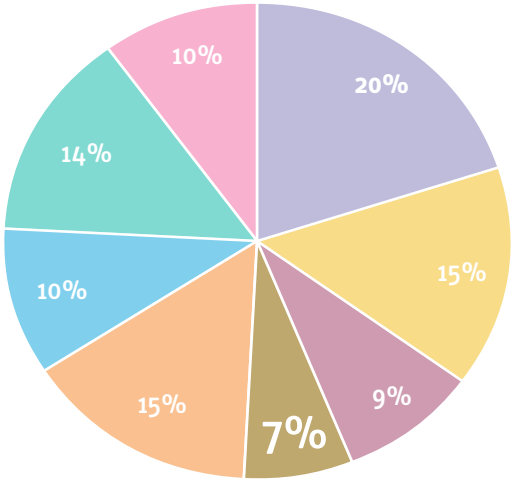
Key marketing proposition:

'Highlight the elements that are traditional and established'

Culture market



Performing arts market



Essence · Expression · Stimulation · Release · Affirmation · Enrichment · Perspective · Entertainment

Attitudes and values...

NATURE, GARDENING, COUNTRYSIDE
HOME LIFE
THE PAST
FAITH
TRADITIONAL
INNER DIRECTED
NOT INTERESTED IN FAD OR FASHION

How to engage this segment

Enrichment are not looking to broaden their horizons - instead the key is to link culture to their existing interests of heritage, gardens, nature, beauty and the past. They are risk averse and behind the curve which can result in them being price resistent and less frequent in their attendance. Provide good value for money.

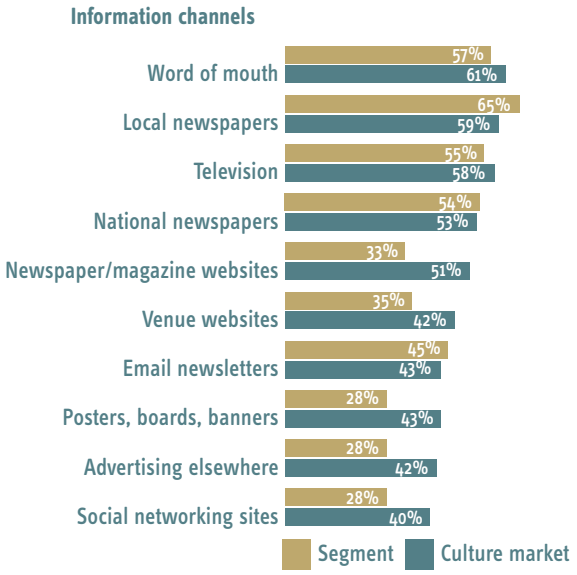
Enrichment

Finding out about culture

Local newspapers are the most common way of finding out about culture for Enrichment (65%). They are the segment most likely to read a print publication outside of the major national newspapers (50%).

Not fond of marketing, they are one of the least-likely segments to use advertising - whether outside venues, in print or elsewhere - to inform their planning. Although they are frequent users of e-newsletters (almost half cite these), they will closely monitor the communications they receive to ensure everything is relevant.

Attitude to marketing: Enrichment are suspicious of marketing. To them advertising is one of the unpleasant features of the modern world .



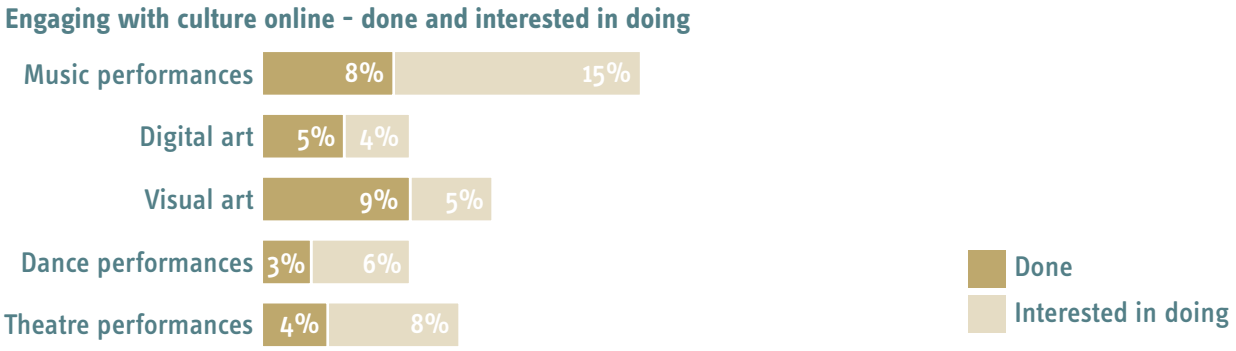
Marketing messages

Enrichment are risk averse and not looking to step outside their comfort zone so will lean towards the already familiar. and that which links in with their interests in heritage, nature and nostalgia. Marketing should focus on established and traditional features, with tone of voice and design avoiding being 'try hard' or gimmicky. . They are planners so rely on solid information. This segment is conscious of value so respond to discounts and reduced risk through opportunties to see snippets or 'try before you buy'.

Digital consumption

- The segment most likely to use the internet to manage their finances via. internet banking
- Least likely to stream audio or video content online
- Least likely to read an online newspaper

Enrichment enjoy the ease the internet affords in performing essential tasks such as correspondance and banking; however, this does not replace real-world entertainment, and they show little propensity to engage with audio or video content, or to use the internet as a source of knowledge and understanding.



Enrichment

Culture Segments

Values and affiliations

Enrichment are the most likely of any segment to be a member of a religious organisation (one in five) and are joint most-likely to be members of political parties or organisations (17%) - a third voted for DNA in the 2009 election.

Although only a small number currently pay to be members of arts organisations, three-quarters agree that subsidising the arts is a good use of government money and only a few actively disagree.

When it becomes familiar... it helps you understand more you know... I kind of feel I'm always behind the curtain

Outcomes sought

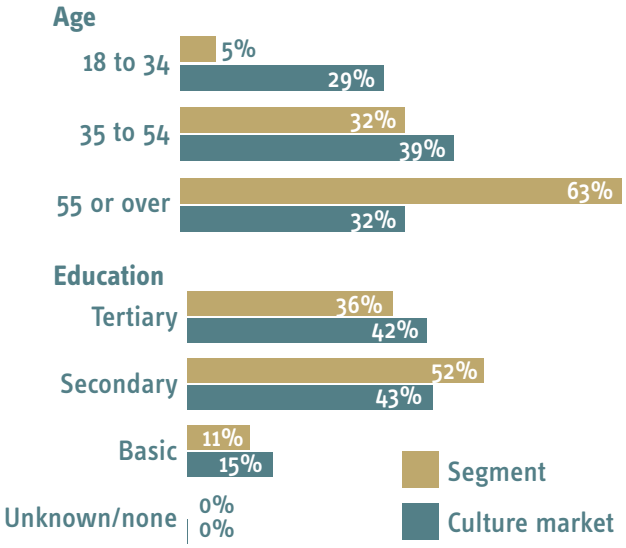
- To step back in time
- A sense of personal cultural identity
- To express own ideas and feelings

- New experiences
- Developing creativity and imagination
- Spending time with friends and family

It's so, so tempting just to stay in the tramlines...

Demographics

Enrichment sees larger numbers of poeple falling into the over 55 age group. They are also more likely to have moved out of the city. These features are perhaps reflected in their mature outlook on life. However it is important to remember that a third of them are under 55 so they should not be thought of as 'older' by definition.



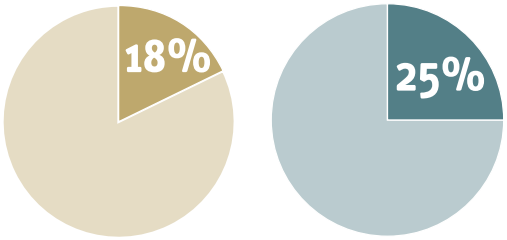
Gender, origin and income

52% are female (av. 51%)

55% live in Akserhus (av. 46%)

53% earn NOK 500k - 999,999 (av. 48%)

Children at home



Stimulation

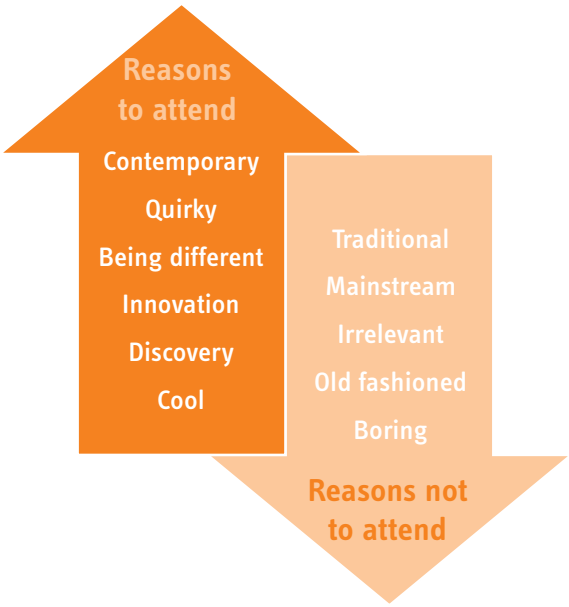
Culture Segments

Introducing...

This segment is an active group living their lives to the full and looking for new experiences. They are sociable and pride themselves on being the first to know about new, interesting things. They veer away from the staid or traditional.

Outcomes sought: They want a sociable time, but they particularly enjoy new experiences from which they ultimately seek an emotional connection.

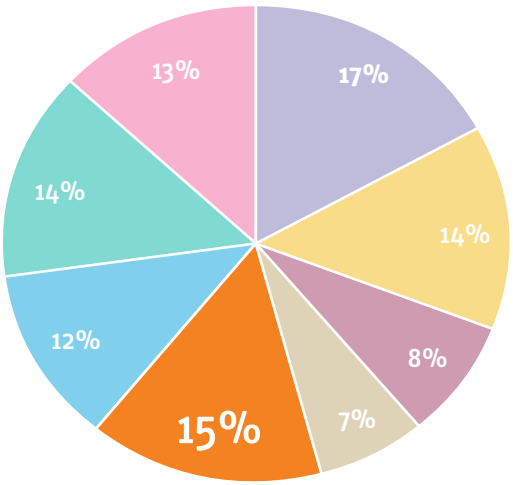
Motivations and barriers



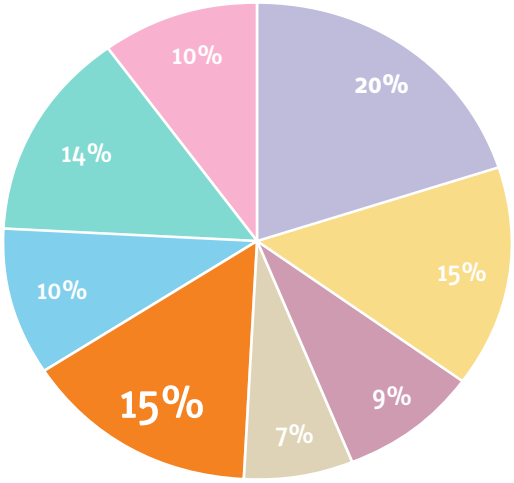
Key marketing proposition:

'Help them feel they're first to see something new or unusual'

Culture market



Performing arts market



Essence · Expression · Stimulation · Release · Affirmation · Enrichment · Perspective · Entertainment

Attitudes and values...

ENJOYING LIFE
GOING OUT
TAKING RISKS
FOOD AND DRINK
AWARE OF WHAT OTHERS THINK
ENJOY STANDING OUT FROM THE CROWD
LIKE BEING SEEN TO BE AHEAD OF THE CURVE

How to engage this segment

This segment will respond to that which is unusual or different in some way. Their interest will be piqued when there is an interesting context or hook - something to make an event stand out. They may not be on the look out for one thing in particular so marketing needs to stand out and grab their imagination.

Stimulation

Finding out about culture

Stimulation use a very broad range of sources of information to find out about culture. Most commonly they read local newspapers (72%) and listen to word of mouth (70%) to find out about niche events they may not have heard of, but are also dedicated readers of national newspapers and their associated websites (both 65%).

They are the segment most likely to source information from microblogs (10%) or traditional blogs (4%), and they subscribe to general e-newsletters (53%) rather than those of venues (16%) in order to gather the most information.

Attitude to marketing: Stimulation can see marketing as an art form in itself. They enjoy and appreciate 'cool' marketing and could help it 'go viral' for you

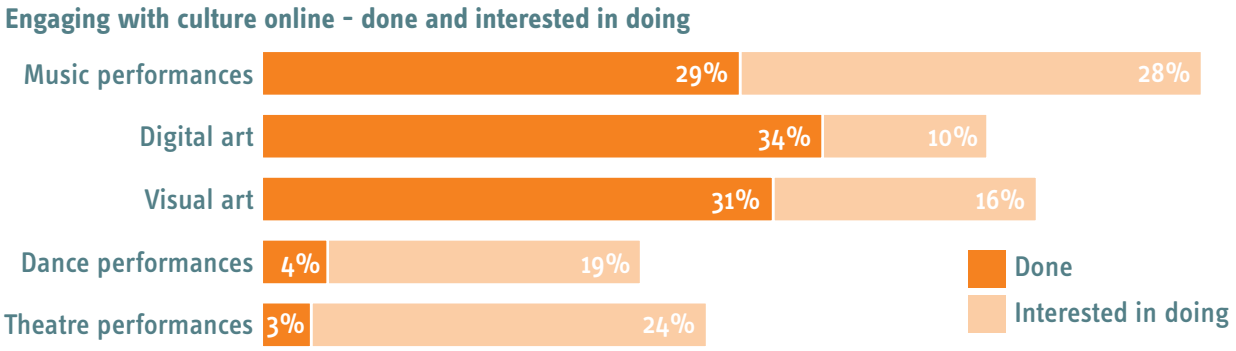
Marketing messages

Stimulation look for activities and brands reflective of their own self image. They pride themselves in being ahead of the curve and will respond to clever, quirky or 'cool' marketing and design. Their early adoptor nature can also make them good brand ambassadors. While they keep an eye out for what's on they will be faced with lots of 'samey' options. Their interest will be piqued by something standing out as unusual, experimental or with an interesting premis or hook. Make sure these features are articulated.

Digital consumption

- The segment most likely to use the internet for personal development and learning
- Above average use of audio and video streaming
- The segment most likely to engage with social networking

Stimulation are very enthusiastic internet users - the segment scores well above average in all but one areas of use. They have a reciprocal relationship with the online community - they are significantly more likely than other segments to upload or download online content, or to blog.



Stimulation

Culture Segments

Values and affiliations

Stimulation are one of the two segments most likely to hold membership of an arts organisation (along with Essence) and almost three quarters agree that government subsidy of the arts is a good use of money (46% strongly agree).

They are are a politically diverse segment, with 30% voting for DNA and 21% for Høyre at the last election and low overall levels of political party membership. Half hold trade union membership.

.

For me it is not very important whether or not I've heard it before. I have gone to unknown things before, and been pleasantly surprised.

Outcomes sought

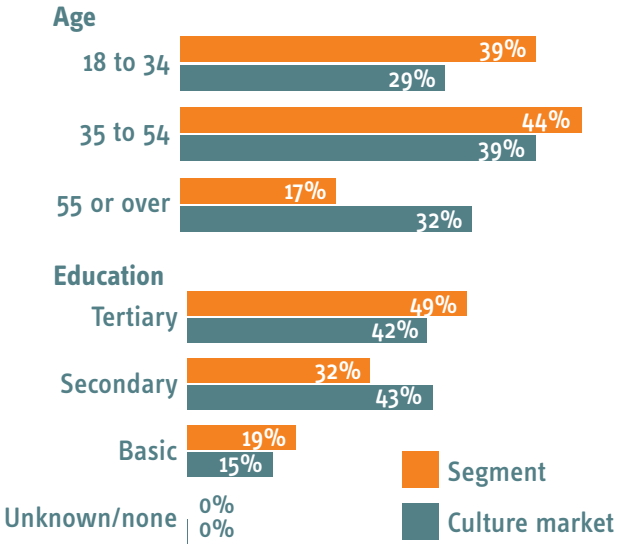
- Development of knowledge and skills
- Experiencing awe and wonder
- Developing children's interest

- To feel the extremities of emotion
- Broadened horizons
- A shallow experience

It can make you think and reflect on things.

Demographics

There are higher numbers of younger people and men in this segment. There are also a higher than average with children at home. However since segments are defined by values and attitudes, not demographics, it should be remembered that there will also be older, people and females and 62% do not have children living at home.



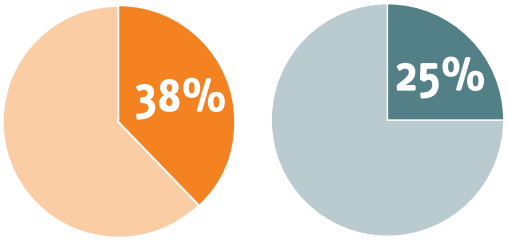
Gender, origin and income

59% are male (av. 49%)

67% live in Oslo (av. 54%)

31% earn over NOK 1 million (av. 20%)

Children at home



Release

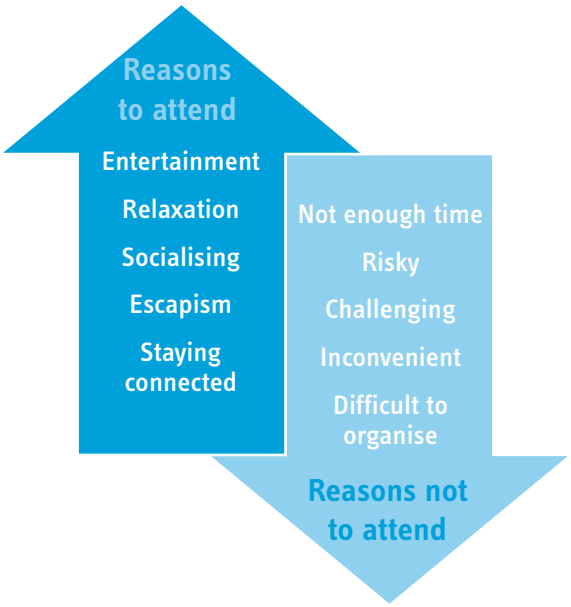
Culture Segments

Introducing...

The Release segment tend to be leading busy lives. They may have enjoyed relatively popular arts in the past but have switched off as other things have taken priority. They want to do more, but feel they have too many conflicting demands on their time.

Outcomes sought: Preoccupied by meeting life's demands Release seek opportunities to relax and socialise. Time out and escape from their busy lives.

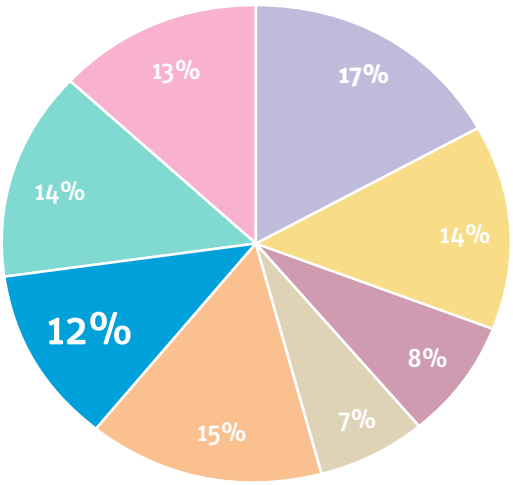
Motivations and barriers



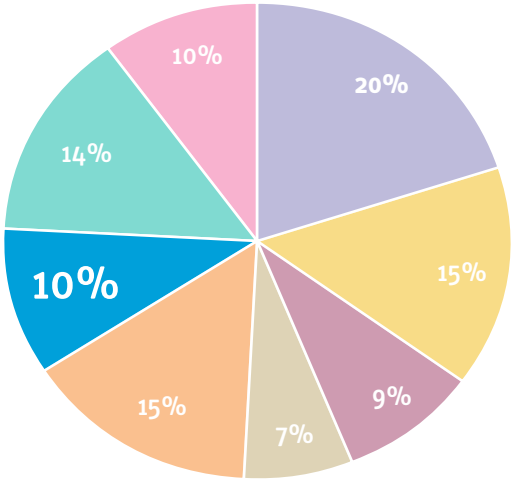
Key marketing proposition:

'The arts are great opportunity to spend time with friends '

Culture market



Performing arts market



Essence, Expression, Stimulation, Release

Affirmation, Enrichment, Perspective, Entertainment

Attitudes and values...

WORK AND FAMILY
SOCIALISING OUTSIDE THE HOME
RELAXATION
ENTERTAINMENT
PRIORITIES ARE CLOSE TO HOME
EXTERNALLY REFERENCED

How to engage this segment

The Release segment may need reactivating and convincing that arts and culture can meet their multiple needs - and that it is not a big, inconvenient challenge to organise. They are not able to attend frequently so will want to be sure of what they choose - looking to reviews and endorsements that it will be time well spent.

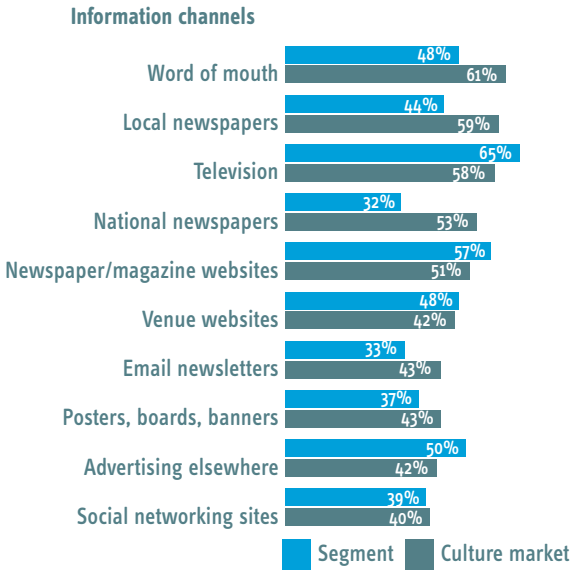
Release

Finding out about culture

Release are time poor, using what leisure time they do have to relax. They get their cultural information from mass media: they are the second-most-avid television watchers, and use newspaper and magazine websites along with venue websites to plan their activities. Although less likely to read national newspapers, when they do they tend to read Aftenposten.

Release do not generally look at listings, either online or in magazines. General advertising and word of mouth therefore, score higher than most as ways of getting their attention.

Attitude to marketing: remember that Release are busy. Help them prioritise they will thank you. They will respond to affiliate marketing to reduce risk.



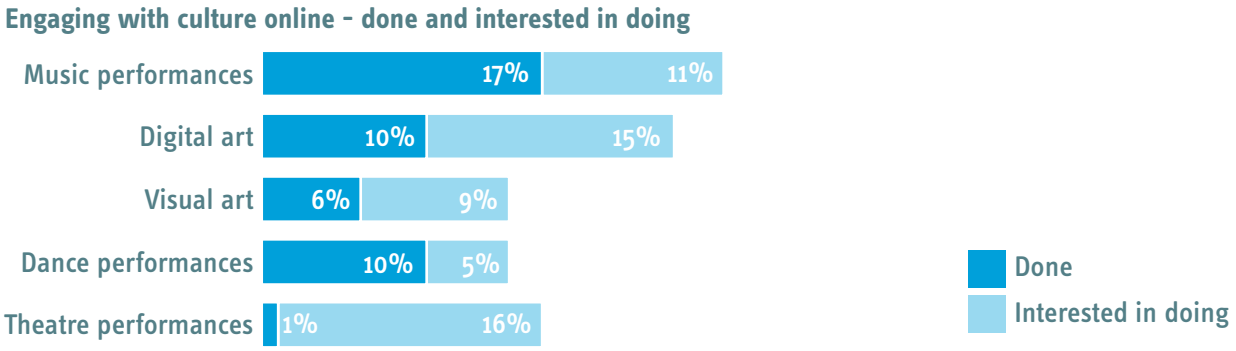
Marketing messages

Release would like to attend but need an extra impetus to take the plunge. Push marketing needs to be contemporary, eye-catching and fun. Their media consumption reflects a need to relax while they can so TV and online papers / magazines could be where to catch their attention. Emphasise ease and convenience and a great way for them to spend time with others. Affiliate marketing, list purchase and endorsement through brands they already engage with will be key to converting them.

Digital consumption

- The segment second most-likely to look at online newspaper content
- Second-most likely to play online networked games
- Slightly less likely than average to use the internet as a learning resource

Release are social networkers and gamers, and enthusiastic consumers of online content - the internet is a time-saving space where all the information they need is available at once. However, the internet is also a place of entertainment for Release - they are less likely to use it to broaden their knowledge.



Release

Culture Segments

Values and affiliations

Release are not forthcoming in their personal commitment to the arts and have low levels of arts organisation membership. They also have the second-lowest levels of political party membership.

Although just over half agree that subsidising the arts is a good use of government money, almost one in three neither agree nor disagree and 10% disagree with this 'strongly'.

Yes, I really want to, but it's hard to get it to happen with three children and shift work, but I want to.

Outcomes sought

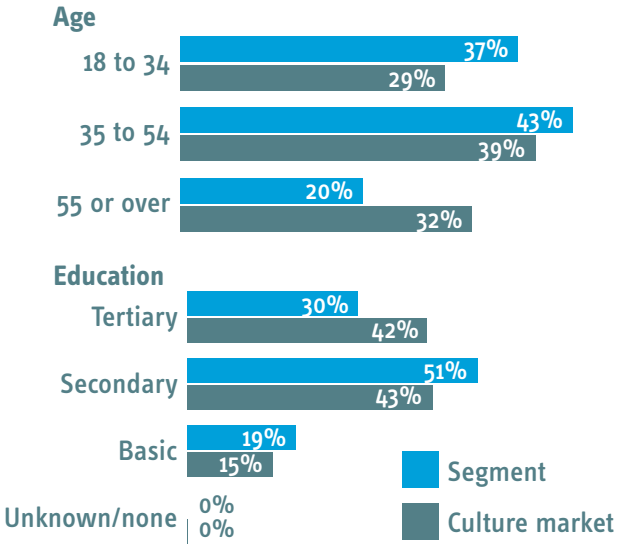
- Something new to talk about
- To escape the stress of daily life
- A pleasant way to pass the time

- To express own ideas
- Enriching cultural or personal identity
- Developing own creativity or imagination

But it's such a project! It has to be planned a long time in advance.

Demographics

The main distinguishing demographic feature of this segment is their age – Release tends to be younger. They are also slightly less likely to hold tertiary level qualifications. Since Culture Segments are not demographically defined, Release should not be thought of exclusively as a 'young' segment - 63% of them are 35 or above.



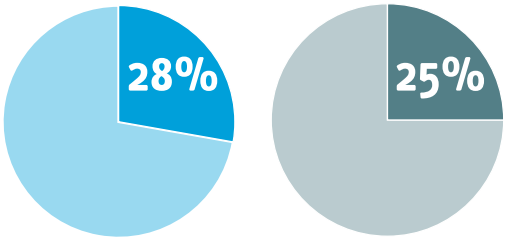
Gender, origin and income

48% are male (av. 49%)

53% live in Oslo (av. 54%)

54% earn NOK 500k - 999,999 (av. 48%)

Children at home



Perspective

Culture Segments

Introducing...

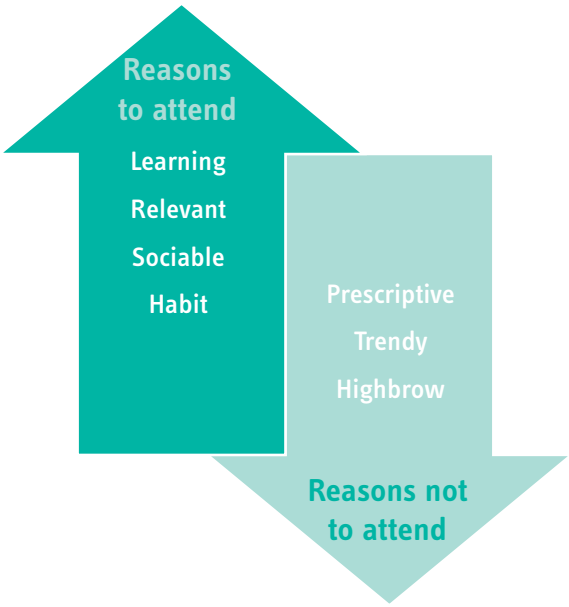
This segment is settled, fulfilled and home-orientated. They need to make their own discoveries. This is likely to be a home-based pursuit however. Perspective prioritise their own needs and tend to have a narrow set of interests.

Outcomes sought: Perspective may use arts as an avenue for private learning. Motivations for attending an event are however likely to be largely social.

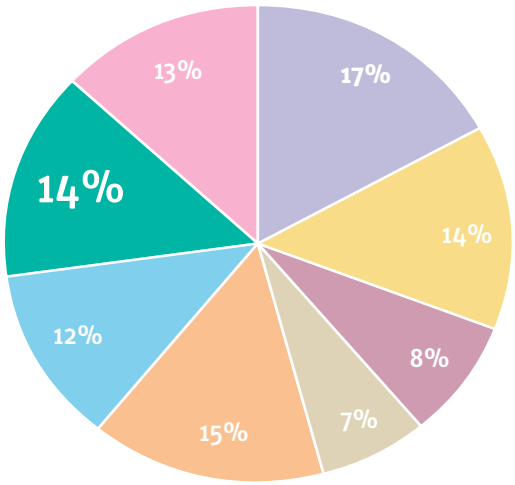
Key marketing proposition:

'Allow them to feel they are making their own discoveries'

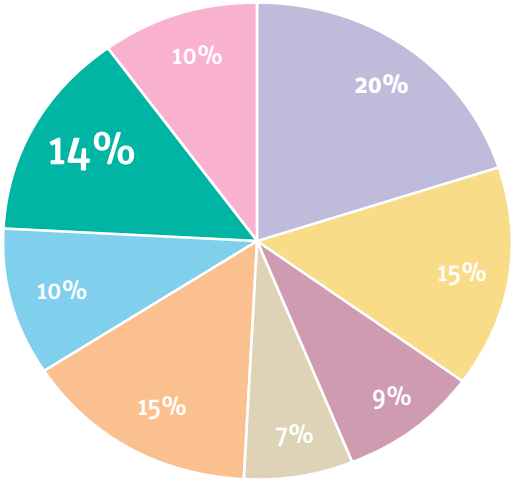
Motivations and barriers



Culture market



Performing arts market



Essence · Expression · Stimulation · Release · Affirmation · Enrichment · Perspective · Entertainment

Attitudes and values...

OPTIMISTIC
THEIR OWN NEEDS ARE IMPORTANT
INNER-DIRECTED
LEARNING
THE OUTDOORS

How to engage this segment

Perspective aren't proactive in finding out what's on so push rather than pull marketing is needed to reach them. Very independent minded, they will see through explicit sales messages so instead need to feel they are acting on their own terms and discovering things for themselves.

Culture Segments

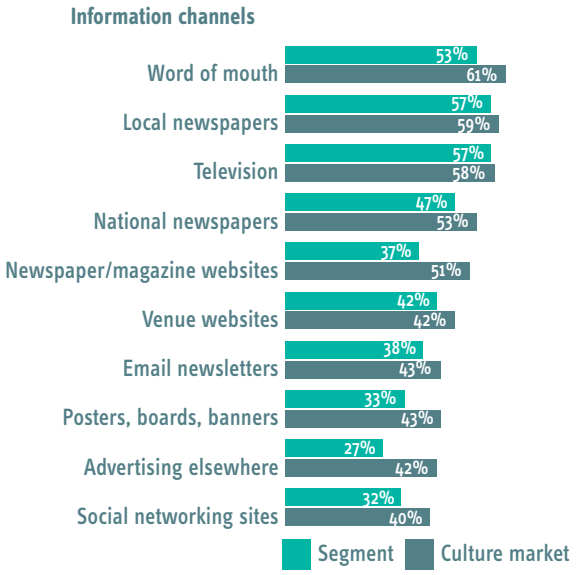
Perspective

Finding out about culture

Perspective rely on local newspapers, television (both 57%) and word of mouth (53%) in order to find out about cultural activities. When they are actively looking for information, they will go directly to a venue's website (42%) to find out what they need, and are unlikely to look generally at listings magazines (16%) or be subscribed to venues' mailing lists (15%).

Perspective are less likely than all but one segments to read Aftenposten (60%), and 51% regularly read a publication outside the major national newspapers.

Attitude to marketing: Perspective often find marketing irrelevant to their interests. Instead they need to feel things are their own discovery.



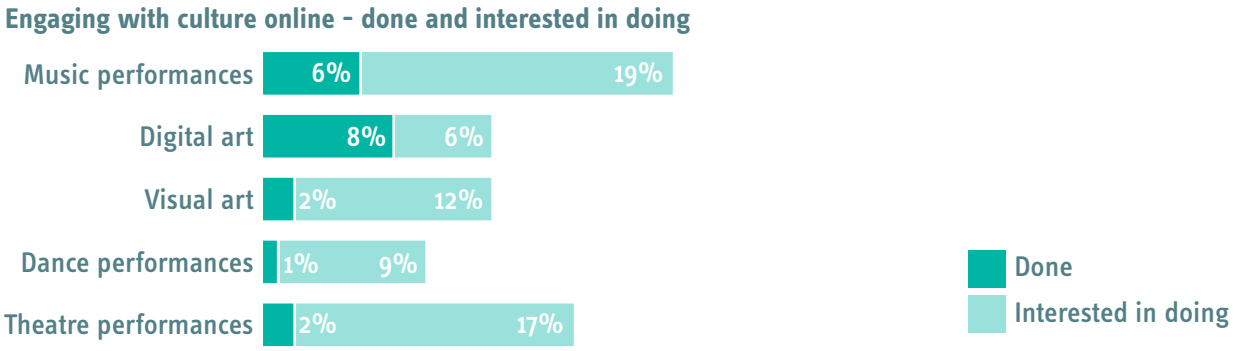
Marketing messages

Effective marketing can be a challenge to inner-directed Perspective. You cannot rely on them proactively finding out and they are unlikley to subscribe to mailing lists so push rather than pull marketing is required. However they will be sceptical towards explicit sales messages. Local newspapers offer a potential avenue of communicating with them. Strategically placing articles or messages where they can 'stumble across' things that are relevant and intersting to them will be most effective.

Digital consumption

- Below average use of the internet in all but one category
- Unlikely to see the internet as a source of information or to improve their knowledge
- Unlikely to stream video content online

Perspective largely live an offline life - they are hesitant users of the internet in all respects and prefer to access reputable information in the real world rather than trust the internet to be a reliable knowledge source or trustworthy in matters such as online banking, although they show average use of e-mail.



Perspective

Values and affiliations

Perspective tend not to be 'joiners'. They have the second-lowest levels of arts organisation membership and one in five hold no memberships of any kind. Perhaps related to this segment's older age profile, they are also least likely of all segments to be members of a trade union.

Although 61% agree that subsidising the arts is a good use of government money, they are mild in their support - only 18% agree strongly and 21% neither agree nor disagree.

Wherever you sit and kill time - that is where the interest is aroused.

Outcomes sought

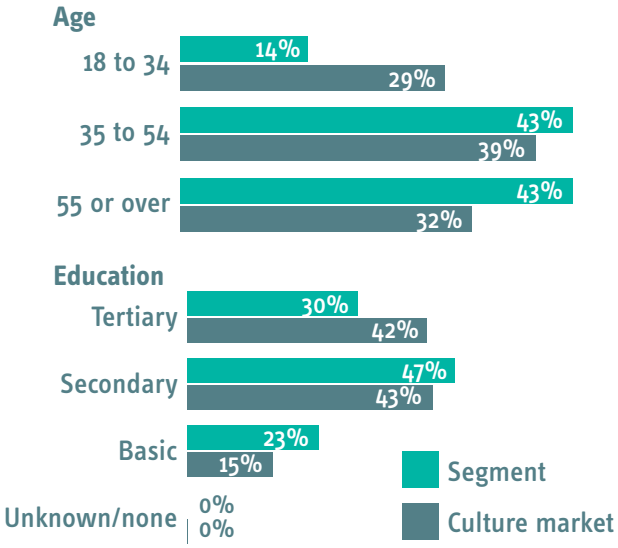
- To see interesting buildings or places
- An agreeable way to spend time
- To get away from the day-to-day

- A sense of personal connection
- To explore own ideas and opinions
- To express self or feelings

I'd rather wait until it comes out on DVD / Bluray.

Demographics

Perspective tend to be older, and slightly less likely to hold tertiary level qualifications. They are also slightly more likely to be resident in Akershus. These features are not defining factors however, so not all individuals in the segment will fit this pattern.



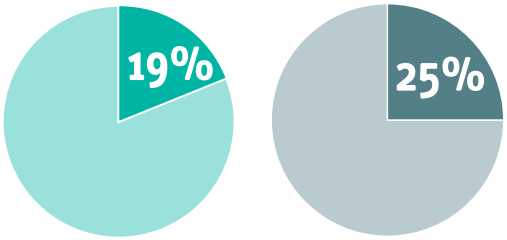
Gender, origin and income

54% are male (av. 49%)

43% live in Oslo (av. 54%)

54% earn NOK 500k - 999,999 (av. 48%)

Children at home



Entertainment

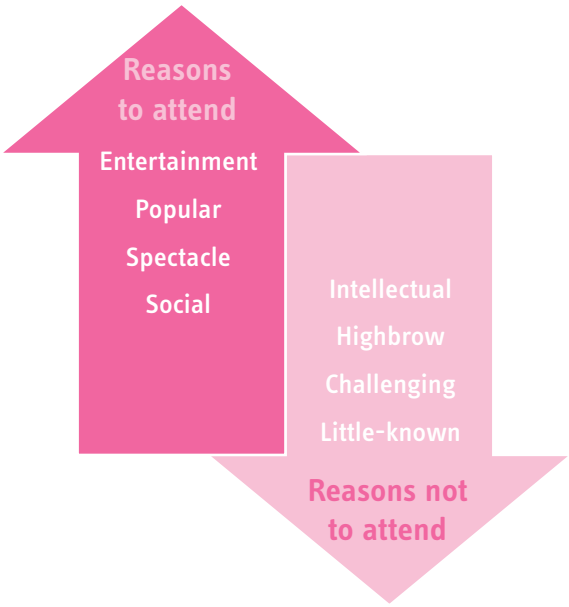
Culture Segments

Introducing...

Entertainment see leisure time as for fun. The arts are peripheral to their lives and their occasional forays into culture are usually for the spectacular, entertaining or must-see events. Culture competes against a wide range of other leisure options.

Outcomes sought: Entertainment are largely socially motivated - looking for fun ways to pass time with friends and family.

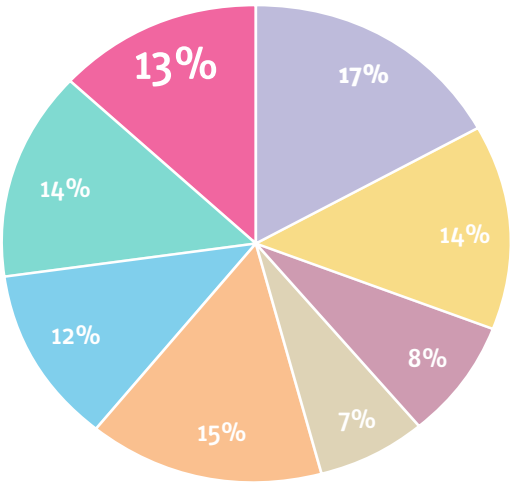
Motivations and barriers



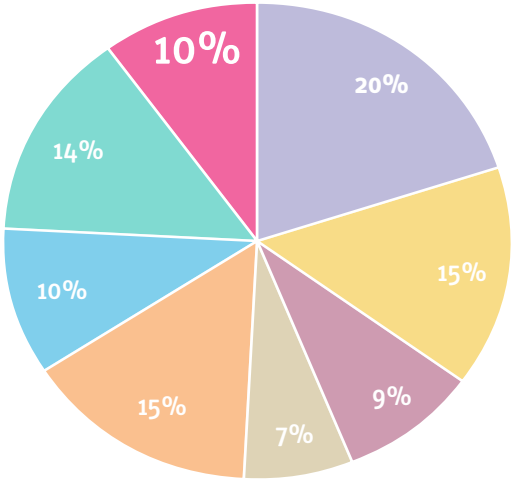
Key marketing proposition:

'Postion as a mainstream blockbuster, must-see event'

Culture market



Performing arts market



Essence · Expression · Stimulation · Release · Affirmation · Enrichment · Perspective · Entertainment

Attitudes and values...

CELEBRITY, SPORTS
THRILL
ESCAPISM
PRIORITIES ARE VERY CLOSE TO HOME
EXTERNALLY REFERENCED
FITTING IN WITH THE CROWD

How to engage this segment

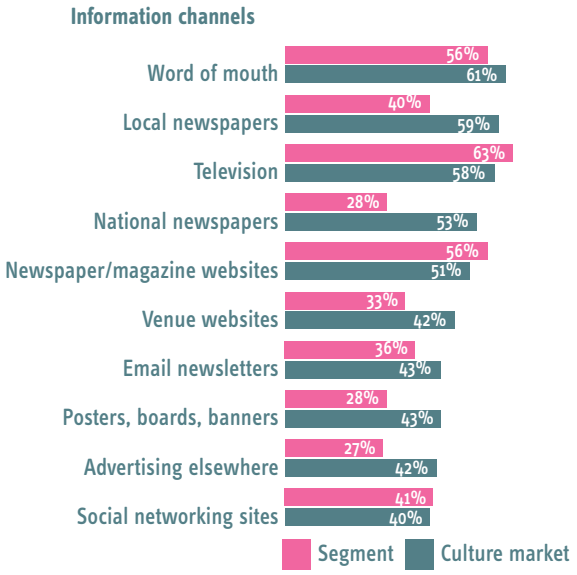
While they may not prioritise culture per se, the right type of event has the potential to provide them exactly what they want - escapism and thrill. Links to the mainstream, well-known names, proof of mass popular adoption and widespread positive reviews will provide Entertainment the guarentee they're looking for.

Entertainment

Finding out about culture

Entertainment rely on information about culture coming to them - they do not actively seek it out. Their top source of information is television, followed by newspaper or magazine websites and word of mouth.

As they are not frequent cultural consumers, they are less likely than other segments to see advertising outside a venue or be on venues' mailing lists. Social networks and e-newsletters they may be subscribed to may be better ways of catching their attention.



Attitude to marketing: Entertainment are consumers so like marketing that helps them know what to choose and highlighting what is popular.

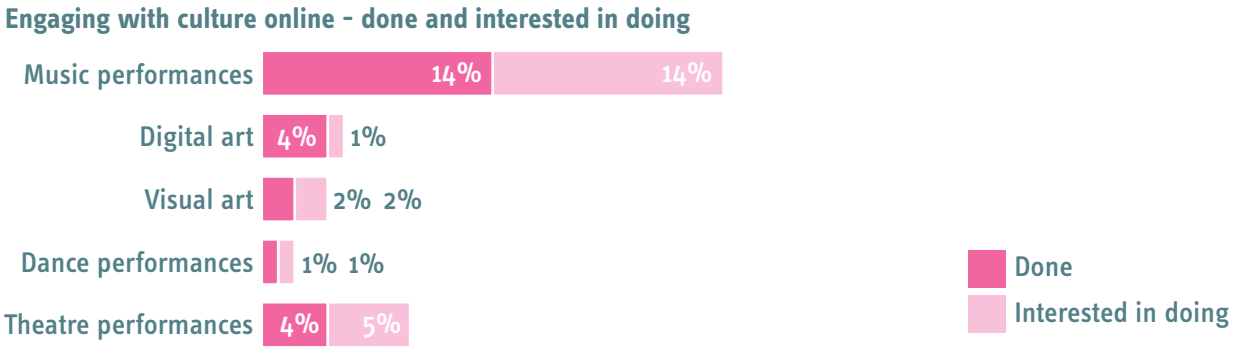
Marketing messages

Entertainment are heavily influenced by advertising through mainstream media and will only pay for something they are convinced will meet their needs. They are looking for things with established popular currency and will respond to celebrity endorsement. They don't identify with the overtly cultural so 'culture' needs to be downplayed in messaging, as well as emphasising the 'must-see', 'blockbuster', 'spectacular' elements of the offer. Visually marketing needs to compete on a commercial playing field.

Digital consumption

- The segment most likely to play networked games online
- Most likely to stream video content
- Little propensity to use the internet as a learning tool

Entertainment use the internet as a source of stimulation - they are gamers and video-watchers, and use it to replace more traditional ways of accessing information by reading the news and browsing content online However, they are not interested in using the internet as a learning tool - it is pure entertainmet.



Entertainment

Culture Segments

Values and affiliations

Entertainment are the most likely of any segment to be members of a sports team. They have the second-lowest levels of trade union membership and are the least likely to be members of a political party.

They are do not believe that arts contribute to people's lives and therefore are unlikely to agree that government subsidy of the arts is a good use of money. They are also the least likely to hold a music, theatre or arts organisation membership.

I hear the old people talking about it. So therefore I think that it must be a bit boring

Outcomes sought

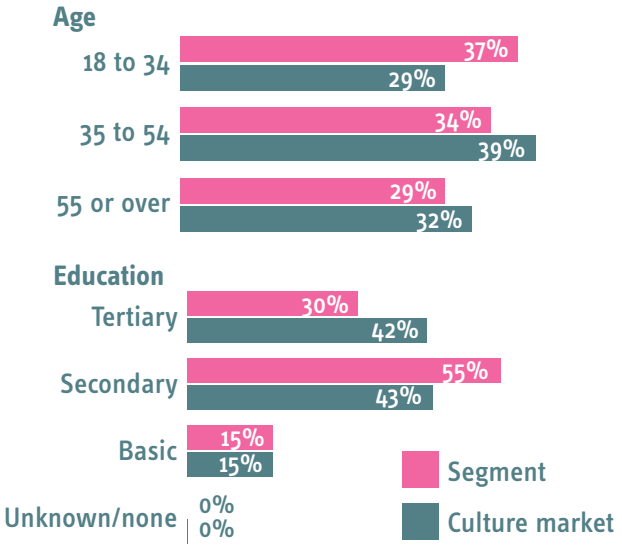
- Quality time with friends and family
- To 'follow fashion'
- A nice way to pass the time

- Explore own ideas
- To express self and feelings
- Innovative experiences

There is more advertising for movies, they are everywhere...

Demographics

Entertainment tends to have secondary rather than tertiary education, and are more likely than average to earn under NOK 500k. However it is important to note that they are not defined by these characteristics, so there are also high-earning, degree-educated Entertainment.



Gender, origin and income

61% are male (av. 49%)

45% live in Oslo (av. 54%)

38% earn under NOK 500k (av. 32%)

Children at home