

Stella Artois Brand Report



United Kingdom | July 2020





**This report is a snapshot
of the **Stella Artois**
consumer in the **UK**.**

**We take a look at their
profile and identify their
key music behaviours.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



Key Takeaways



Stella Artois consumers don't stick to just Stella, over 65% also regularly drink Budweiser, Heineken & Carlsberg.

59% of Stella Artois consumers in the UK stream music.

Their preferred streaming platforms are Spotify and Amazon Prime Music. They are more likely than the general population to enjoy listening to House, Heavy Rock & Blues.

70% of Stella Artois consumers are male.

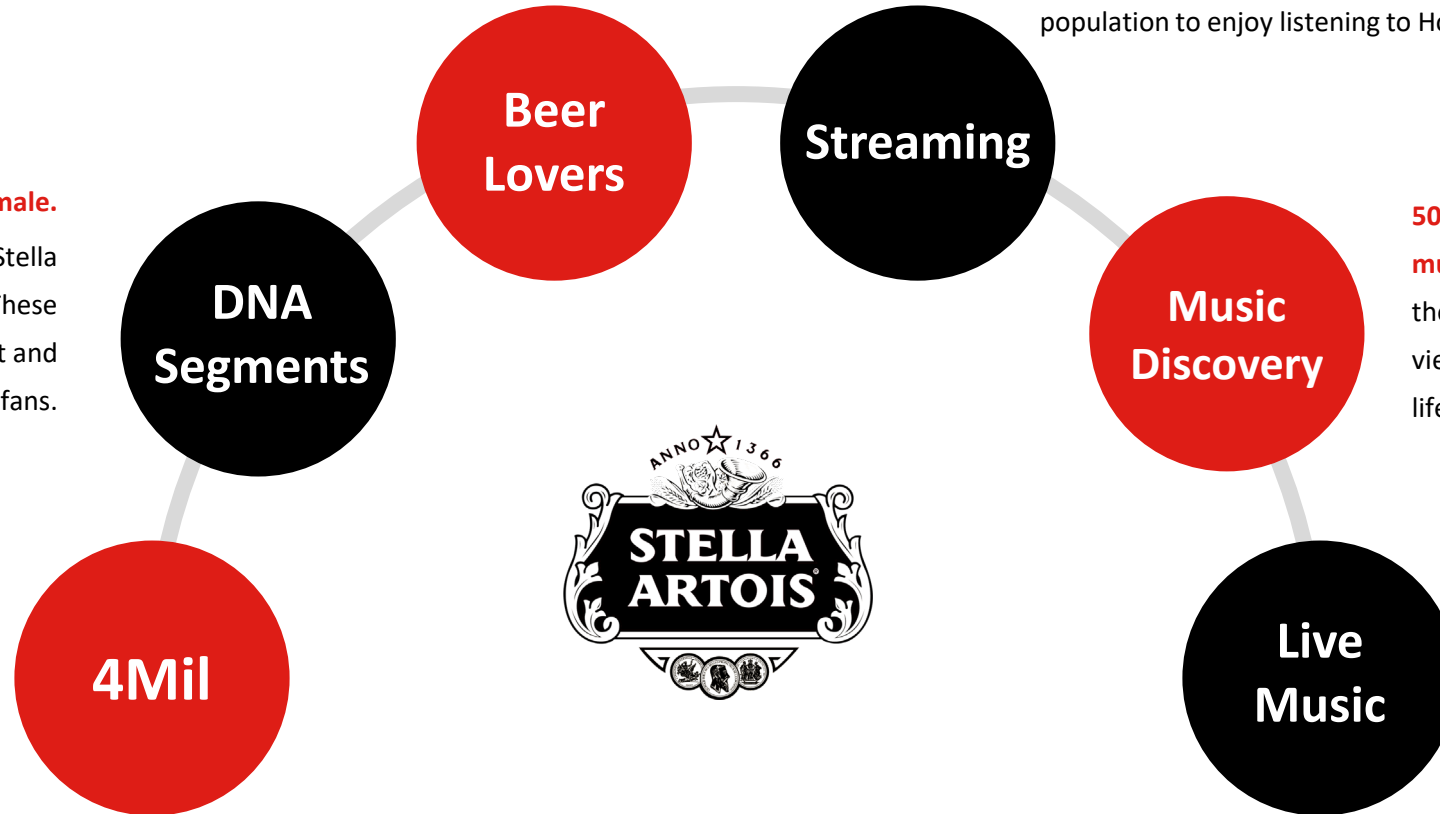
The AP DNA Segments aligned with the Stella Artois consumer vary with a male skew. These include Prestige Purchasers, Suave Gent and Football obsessed fans.

50% of Stella Artois consumers follows musicians on social media, they say they follow them because they value their opinions and views on social, political, or cultural matters, or life in general.

4 million people aged 18 - 64

in the United Kingdom are Stella Artois consumers.

Stella consumers enjoy gigs both live & live streamed. They are 1.3x more likely to regularly attend gig or live stream concerts & festivals.



Let look at the...

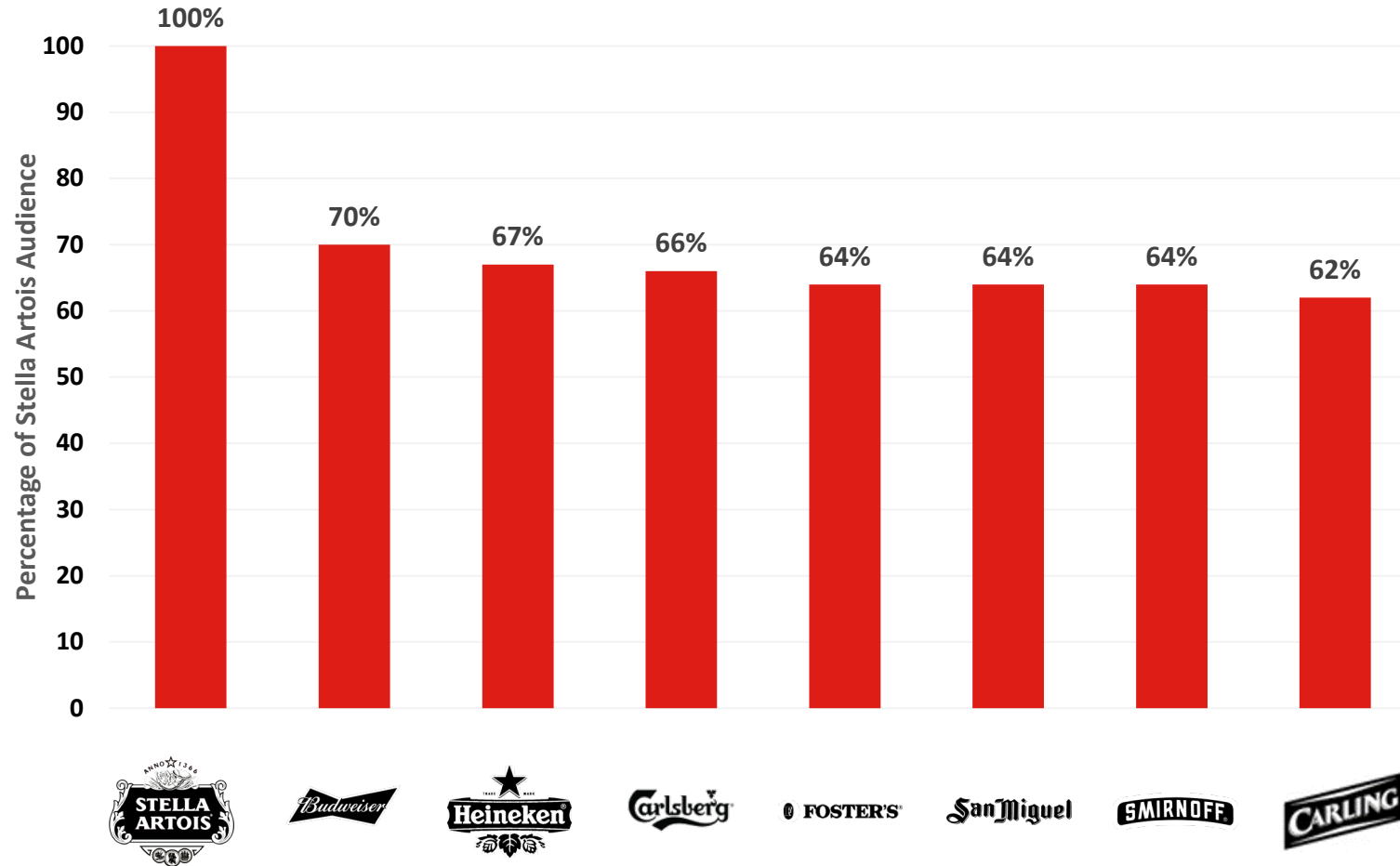
BRAND OVERVIEW.



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Alcohol Category Brand Overlap

What else do they enjoy consuming

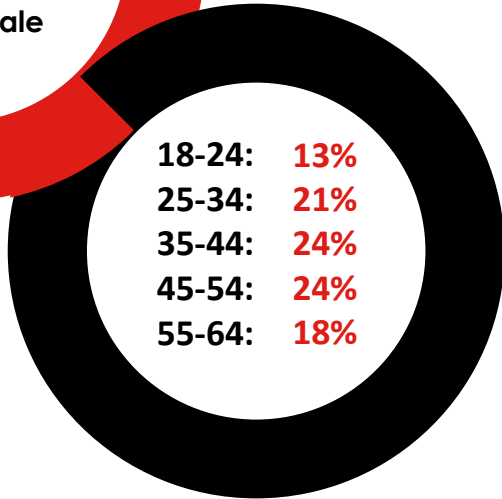
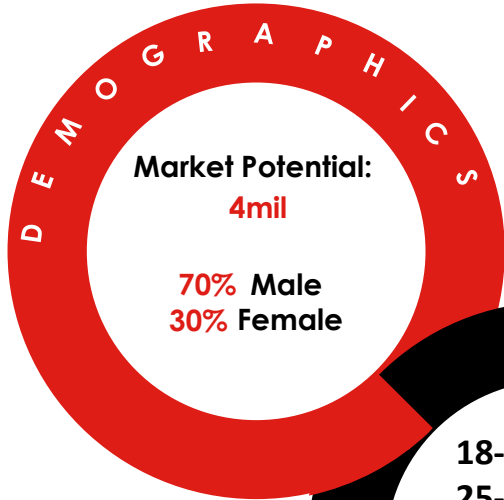


More than two thirds of Stella Artois drinkers in the United Kingdom also enjoy drinking Budweiser, Heineken and Carlsberg.



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Stella Artois Audience Profile



Highest Volume

London
South East
North West



Highest Propensity

North West
North East
Central Scotland



Attitudes

I am a brand conscious person
I am comfortable borrowing money
I tend to buy the premium version of a product
I regularly inform friends and family on new products / services



Top 5 Segments



Prestige Purchasers



Suave Gent



Football Obsessed Fans



Brand Buyers



Digital Explorers

Household Income

| | |
|------------|-----|
| Top 10% | 11% |
| Top 25% | 26% |
| Mid 50% | 48% |
| Bottom 25% | 20% |

% of the population

Top 5 Media Properties

Traditional Radio
Online
TV
Social Media
Online Radio

Top Activities

Gambling
Adventure / extreme sports
Playing sport
Investments

What do they want brands to be?





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Stella Artois Music Map



FANS of:

| | |
|----------------|------|
| The Smiths | 1.6x |
| Kano | 1.5x |
| Noel Gallagher | 1.4x |
| Pearl Jam | 1.4x |
| James Blunt | 1.4x |

Genres:

| | |
|-----------|------|
| House | 1.4x |
| Blues | 1.3x |
| Hard Rock | 1.3x |
| Punk | 1.3x |
| Rap | 1.3x |

Music Attitudes

"I mainly listen to music artists that are less well-known / popular"

"I'm usually one of the first people to discover new music artists"

Streaming Platforms



amazon prime music

Why they follow their favourite artists

I value their opinions and views on social, political, or cultural matters, or life in general

They are good sources of information about what I'm into

Music related activities

| | Reach | Index |
|---------------------------------|-------|-------|
| Watched music video on YouTube | 49% | 1.3x |
| Stream Music | 59% | 1.1x |
| Attend Live Concert | 23% | 1.3x |
| Live Stream Concert or Festival | 23% | 1.3x |
| Songkick | 6% | 0.9x |
| Follow Band on Social Media | 50% | 1.4x |

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
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