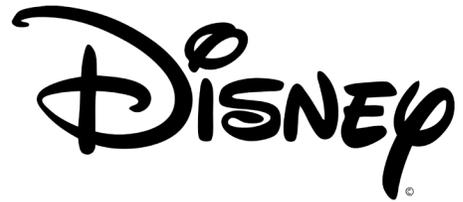


Brand Report



United Kingdom | August 2020





This report is a snapshot of Disney fans in the United Kingdom. We 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**



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Key Takeaways

Wales, Yorkshire & Humber and Central Scotland are high propensity regions for this audience. These areas represent the high potential growth, so should be considered when trying to connect and engage with this audience.

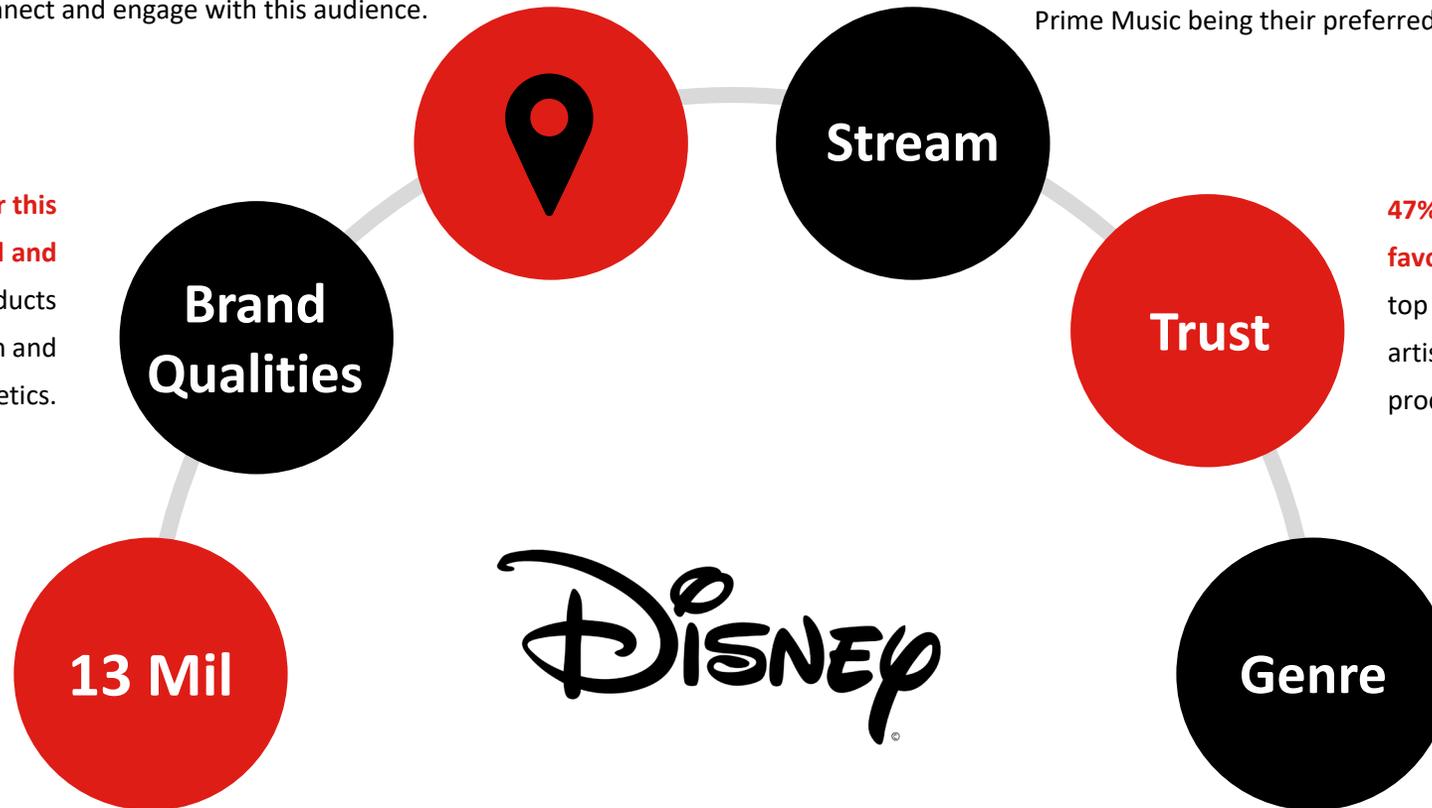
Disney fans are 1.3x more likely to live-stream a concert/festival. They are music streaming adopters, with 61% of the audience streaming music with Spotify & Amazon Prime Music being their preferred platforms.

High appeal brand qualities for this audience include; funny, trendy/cool and bold. They always like to try new products and have a strong interest in fashion and beauty/cosmetics.

There are 13 million people aged 16-64 in the United Kingdom that are fans of Disney. They are likely to be younger (more than half are under 34) and have a strong female skew (68%)

47% of Disney Fans in the UK follow their favourite artists on social media. One of their top reasons for doing so because they trust the artists/bands recommendation on new brands, products, or content.

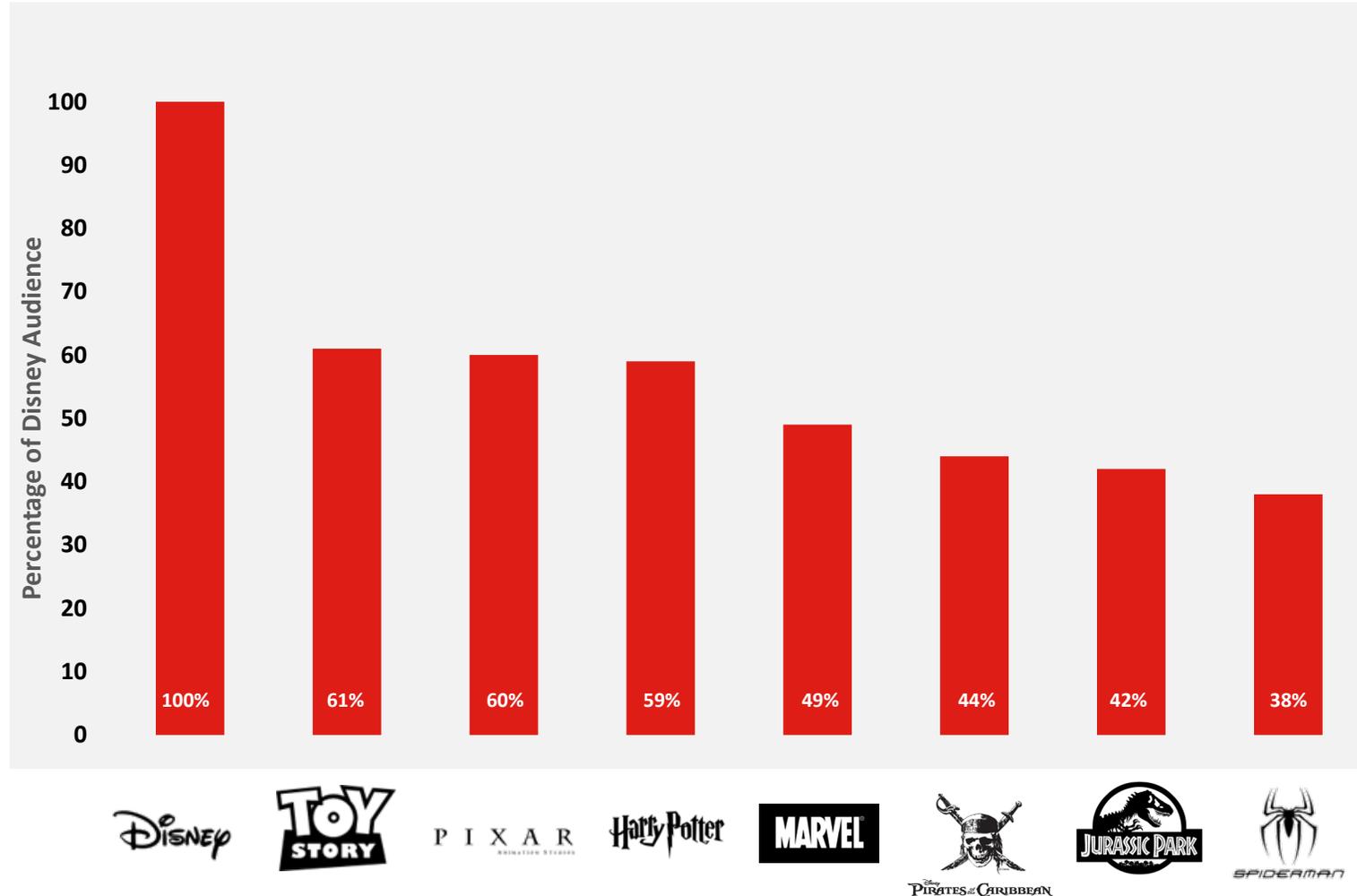
Holiday/Christmas, Soundtrack and Pop, are genres that Disney fans enjoy more so than the general population.



Let look at the...

BRAND OVERVIEW.

Film Franchises

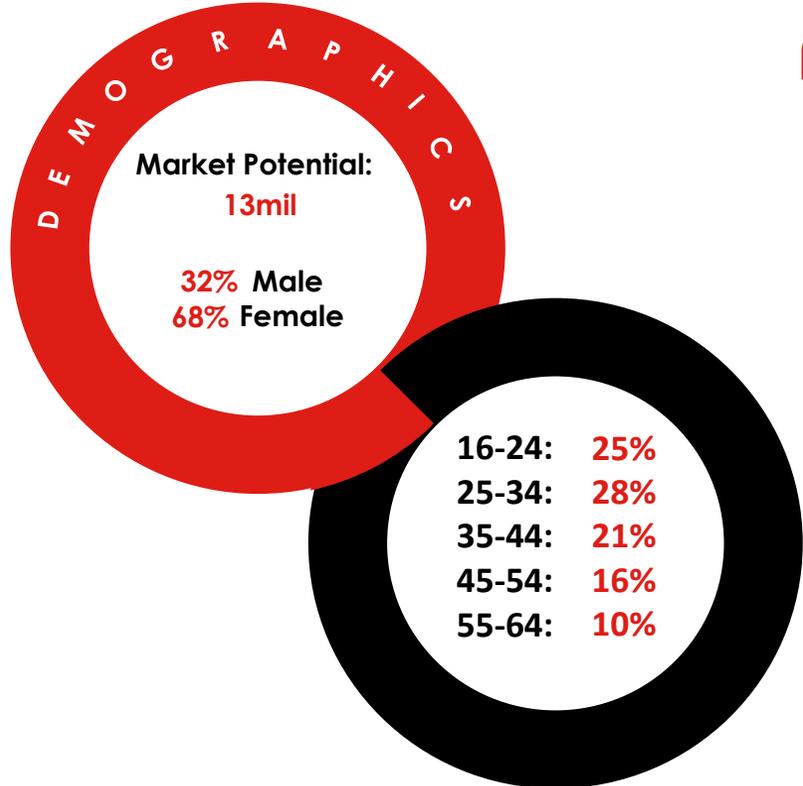


Around 60% of Disney Fans in the UK are also fans of the **Toy Story, Pixar & Harry Potter** film franchises.



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Disney Audience Profile



Attitudes

I feel more insecure without my mobile phone than my wallet

It is important for me to feel respected by my peers

I always like to try new products

It's critical for me to be able to be contactable at all times in terms of my private life



Top 5 Segments



Wallflower



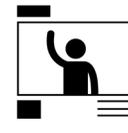
Fast Fashionistas



Yummy Mummies



Avocado Millennials



Vlogger Fans

Household Income

Top 10%	6%
Top 25%	18%
Mid 50%	48%
Bottom 25%	24%

% of the population

Top 5 Media Properties

- Online
- TV
- Social Media
- Traditional Radio
- Online TV

Top Activities

- Celebrity news / gossip
- Beauty / cosmetics
- Reality TV
- Fashion

What do they want brands to be?





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Disney Music Map



FANS of:

Lizzo	1.4x
Anne-Marie	1.4x
Ella Henderson	1.4x
Jonas Brothers	1.4x
Taylor Swift	1.3x

Genres:

Holiday / Christmas	1.6x
Soundtracks / Original Scores	1.5x
Pop / Top 40	1.5x
'00s Music	1.5x
R'n'B	1.4x

Music Attitudes

I mainly listen to music artists that are 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 trust them when they comment on or recommend products, services, content, other people to check-out, etc.

I love getting a peek into their personal lives

Music related activities

	Reach	Index
Watched music video on YouTube	47%	1.2x
Stream Music	61%	1.2x
Attend Live Concert	23%	1.3x
Live Stream Concert or Festival	23%	1.3x
Songkick	6%	0.9x
Follow Band on Social Media	43%	1.2x

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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