

Brand Report

Marvel

United Kingdom | August 2020





This report is a snapshot of the **Marvel fan in the **United Kingdom**. We take a look at their profile and identify their key music behaviours.**

This report will cover:

1. Methodology
2. Key Takeaways
3. Category Overlap – Film Franchises
4. Gaming
5. Brand Audience Profile
6. Online Purchase Journey
7. Brand Discovery
8. Social Media
9. Music Map
10. Top Music Genres
11. Fans of Artists



Research **Methodology**

Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Artists Measured in this survey

Global Artists Measured

A Boogie wit da Hoodie
Ava Max
Bruno Mars
Camila Cabello
Cardi B
Charli XCX
Charlie Puth
Dan + Shay
David Guetta
Dua Lipa
Ed Sheeran
Green Day
Halsey

Jason Derulo
Jonas Brothers
Lady Gaga
Lana Del Rey
Led Zeppelin
Lizzo
Miley Cyrus
Pearl Jam
Red Hot Chili Peppers
Rihanna
Royal Blood
Taylor Swift

UK Artists Measured

AJ Tracey
Anne-Marie
Bebe Rexha
Clean Bandit
Coldplay
David Bowie
Ella Henderson
Fleetwood Mac
Foals
James Blunt
Jess Glynne
Kano
Liam Gallagher

Mahalia
Mist
Noel Gallagher
Paolo Nutini
Phil Collins
Pink Floyd
Rita Ora
Rod Stewart
Rudimental
The Smiths
Stereophonics
Stormzy

Data Timestamp

March 2020

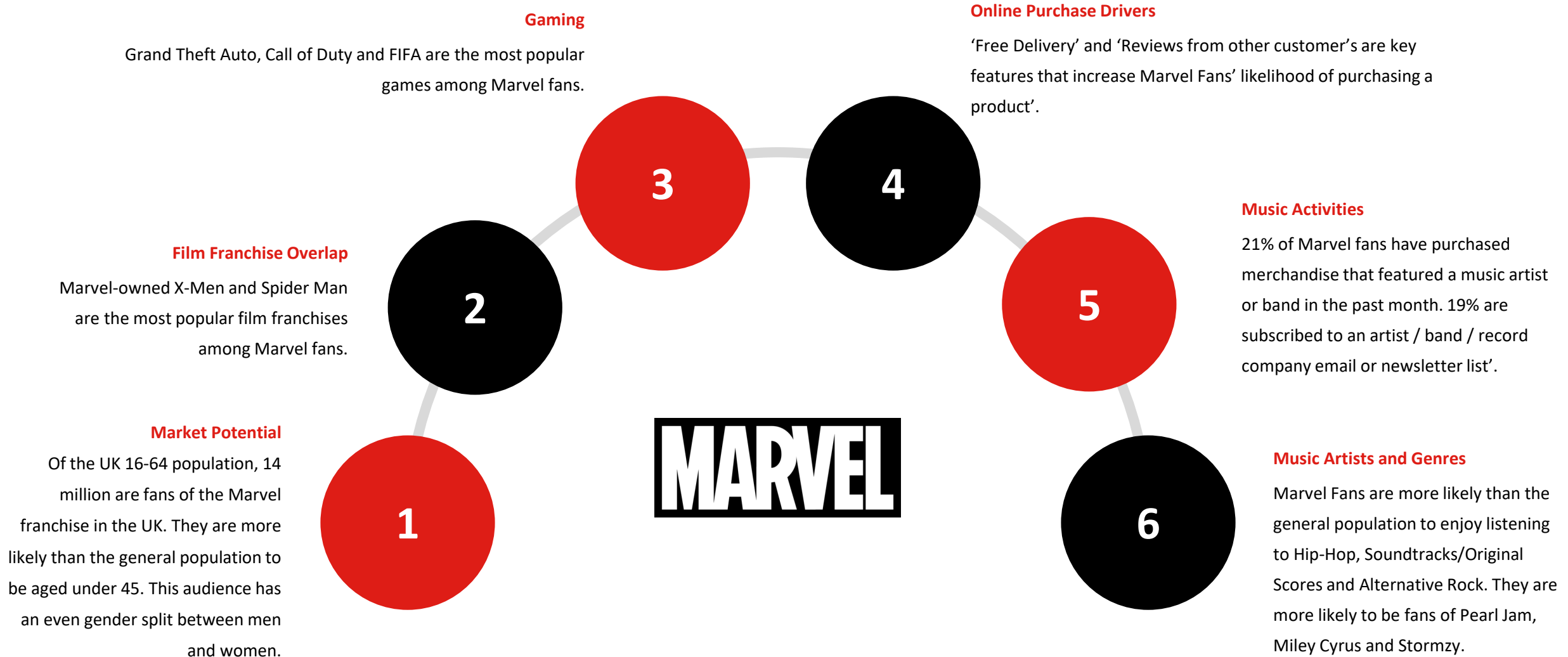
Sample Size

40,000

Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...
Laura@audienceprecision.com

Key Takeaways



Let look at the...

BRAND OVERVIEW.

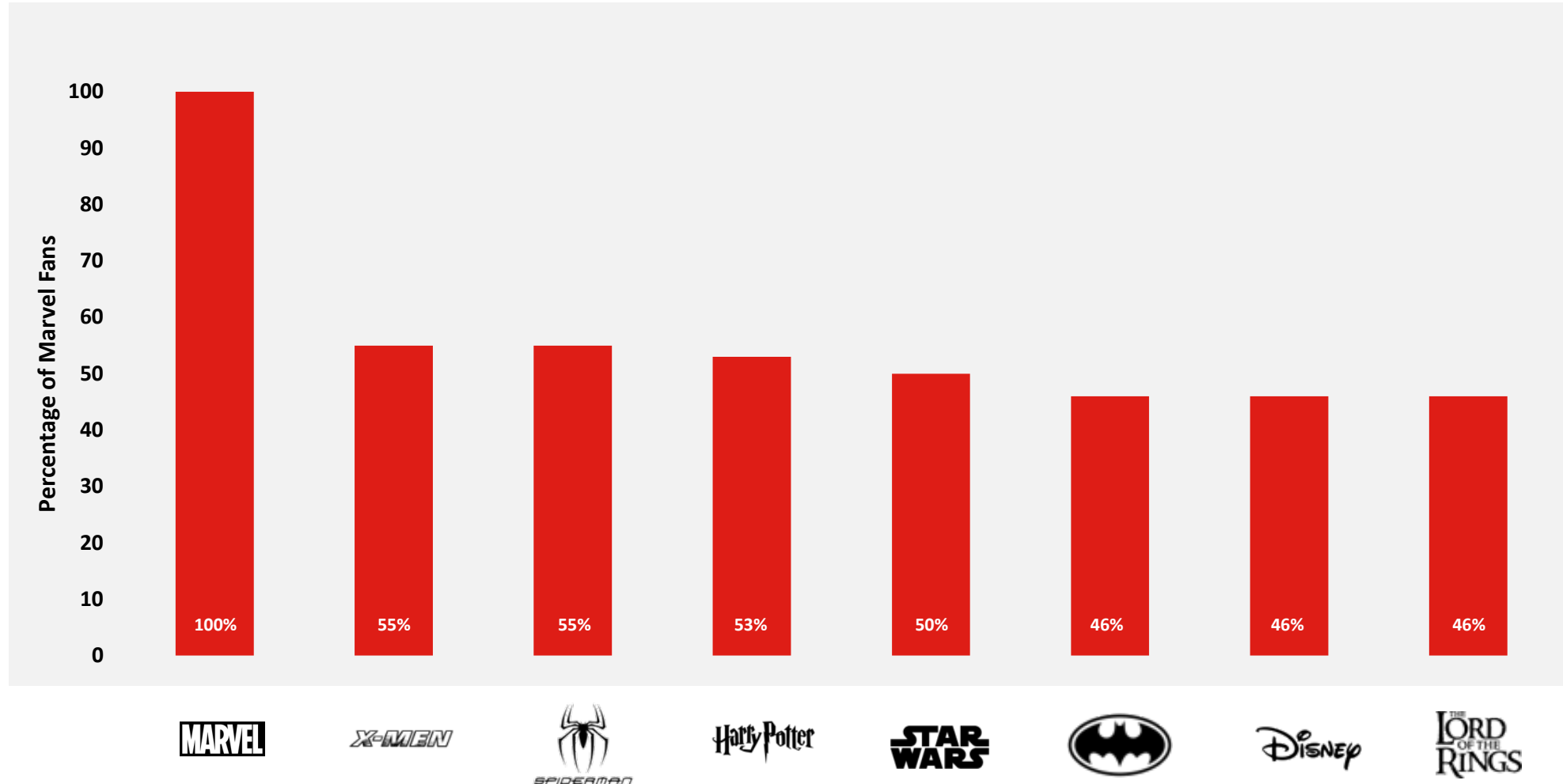


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Film Franchises Category Overlap



Film Franchises considered to be fans of



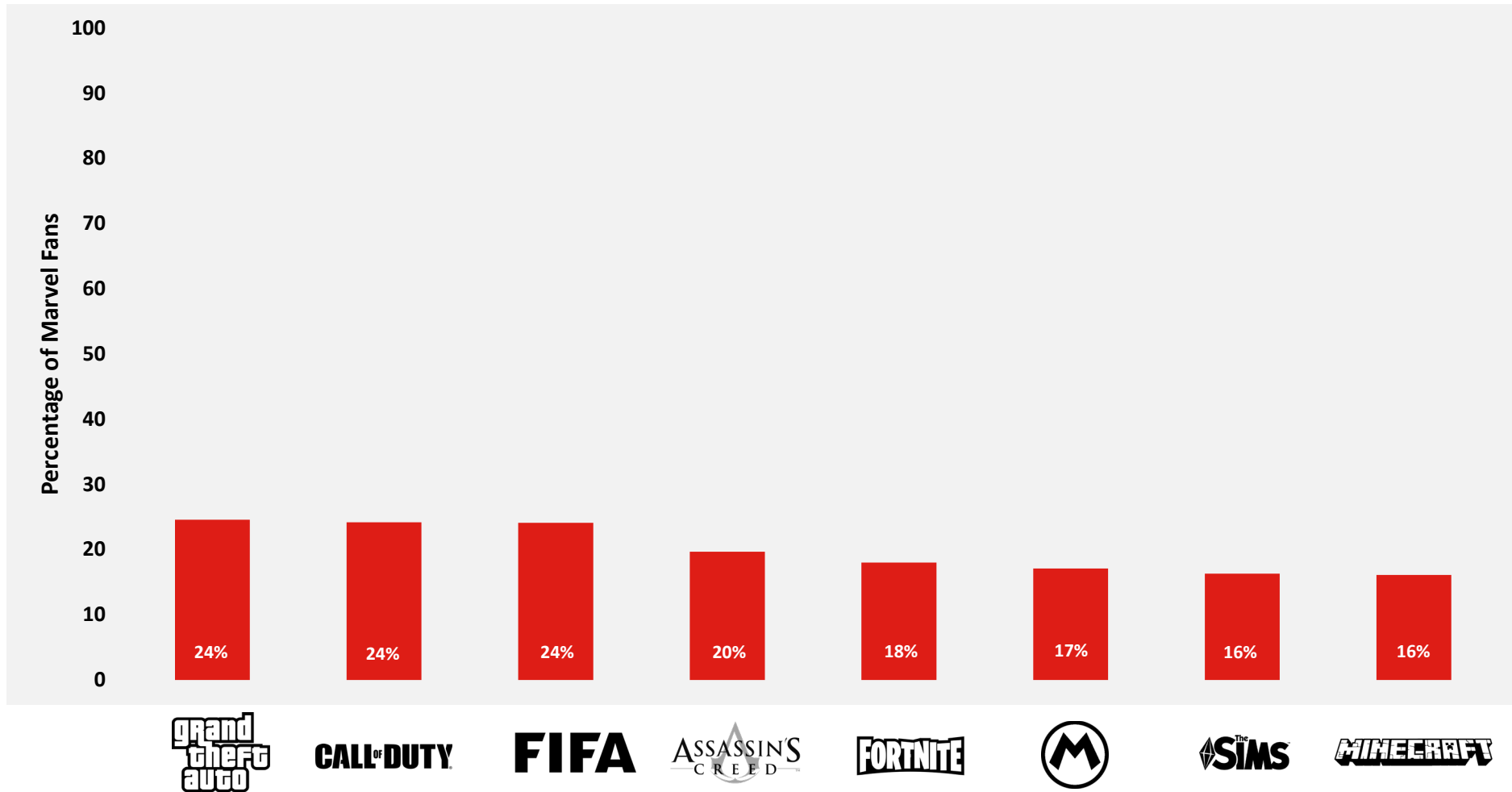


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Marvel Overlap with **Gaming**



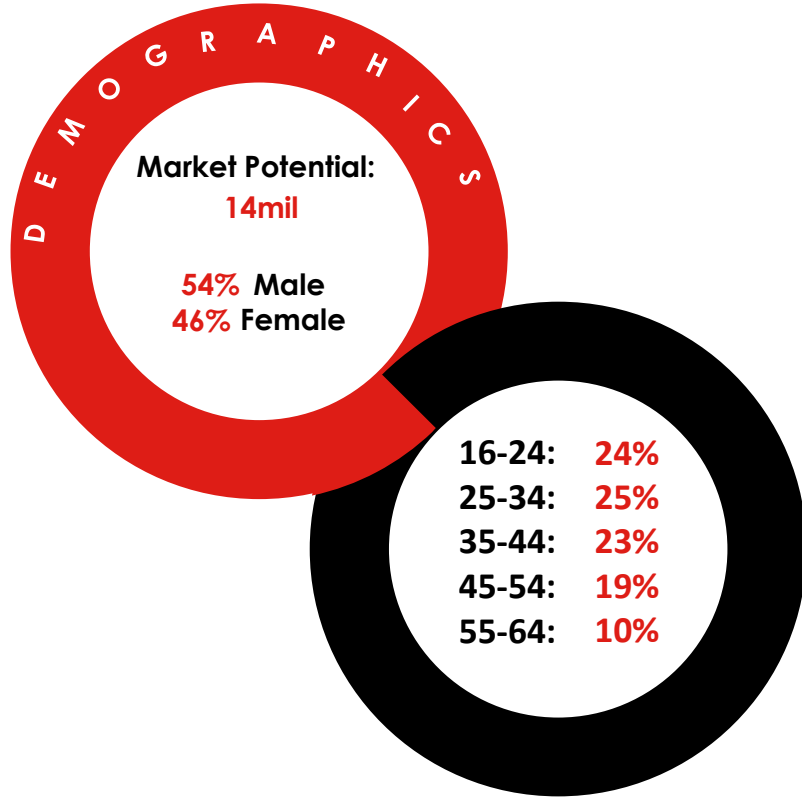
Games / Gaming Franchises played in the last 12months





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Marvel Audience Profile



Attitudes

I always strive to achieve more in life

I always like to try new products

I like to be surrounded by different people, cultures, ideas and lifestyles

I am constantly connected online



Top 5 Segments



Gaming Streamers



Gamers



Martial Arts (e.g. UFC) Fans



Movie Buffs



Binging Out

Household Income

Top 10%	7%
Top 25%	19%
Mid 50%	46%
Bottom 25%	24%

% of the population

Top 5 Media Properties

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

Top Activities

- Gaming
- Gadgets
- Computers / coding
- Films / cinema

What do they want brands to be?



Now for the ...

ONLINE PURCHASE JOURNEY.

Online **Purchase Journey**



Features that would increase the likelihood of buying a product

Ranked on Reach%





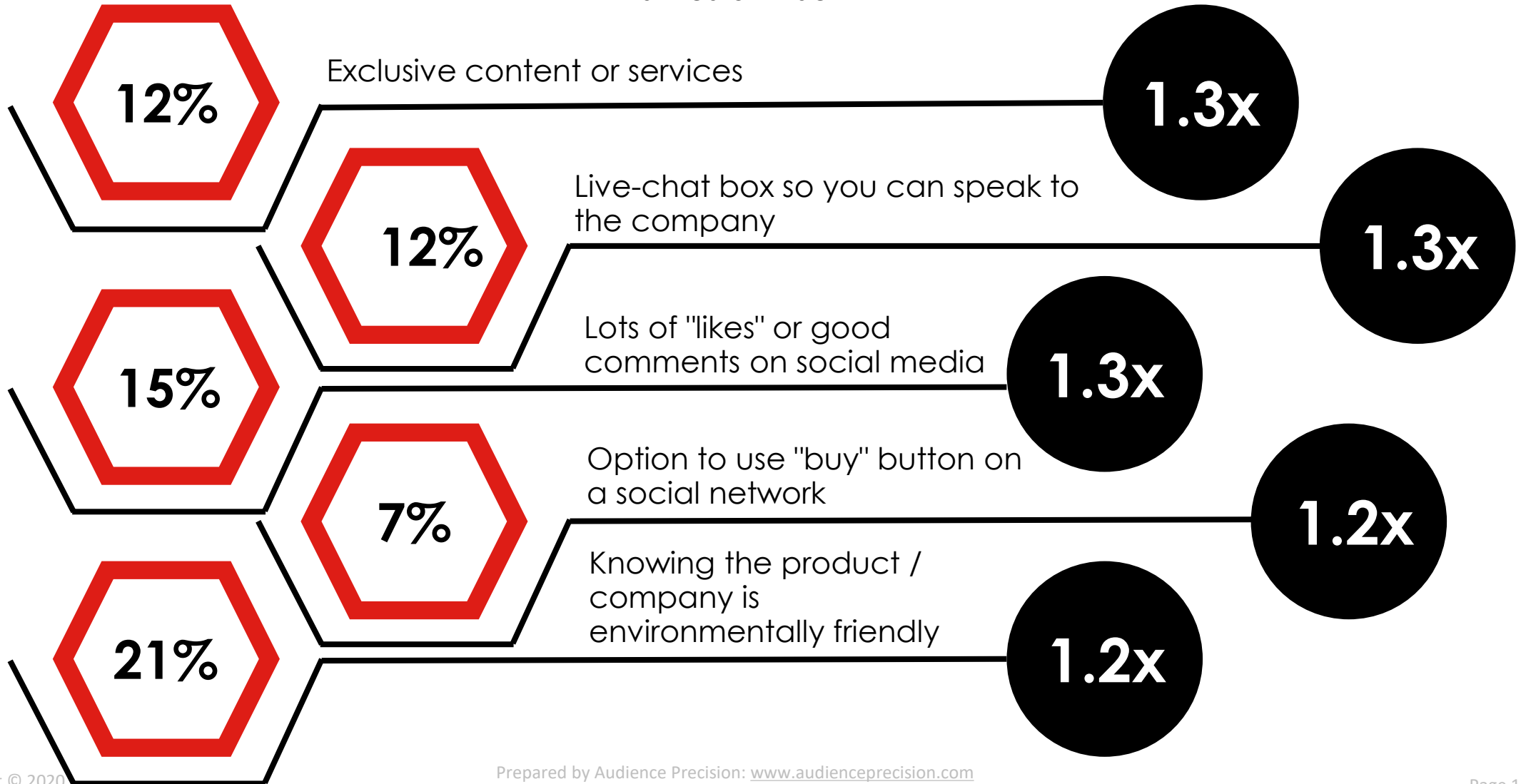
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Online **Purchase Journey**

Features that would increase the likelihood of buying a product

Ranked on Index





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Online Purchase Journey



Features that would increase the likelihood of buying a product

Features	Reach%	Index
Free delivery	73%	105
Reviews from other customers	46%	112
Coupons and discounts	46%	111
Next-day delivery	43%	119
Loyalty points	42%	108
Easy returns policy	42%	108
Quick / easy online checkout process	36%	110
Click & Collect delivery	25%	110
"Guest" check-out (with no sign-in required)	22%	115
Knowing the product / company is environmentally friendly	21%	123
Lots of "likes" or good comments on social media	15%	126
Entry into competitions	15%	115
Exclusive content or services	12%	134
Live-chat box so you can speak to the company	12%	127
Option to use "buy" button on a social network	7%	124

Let look at ...

BRAND DISCOVERY.

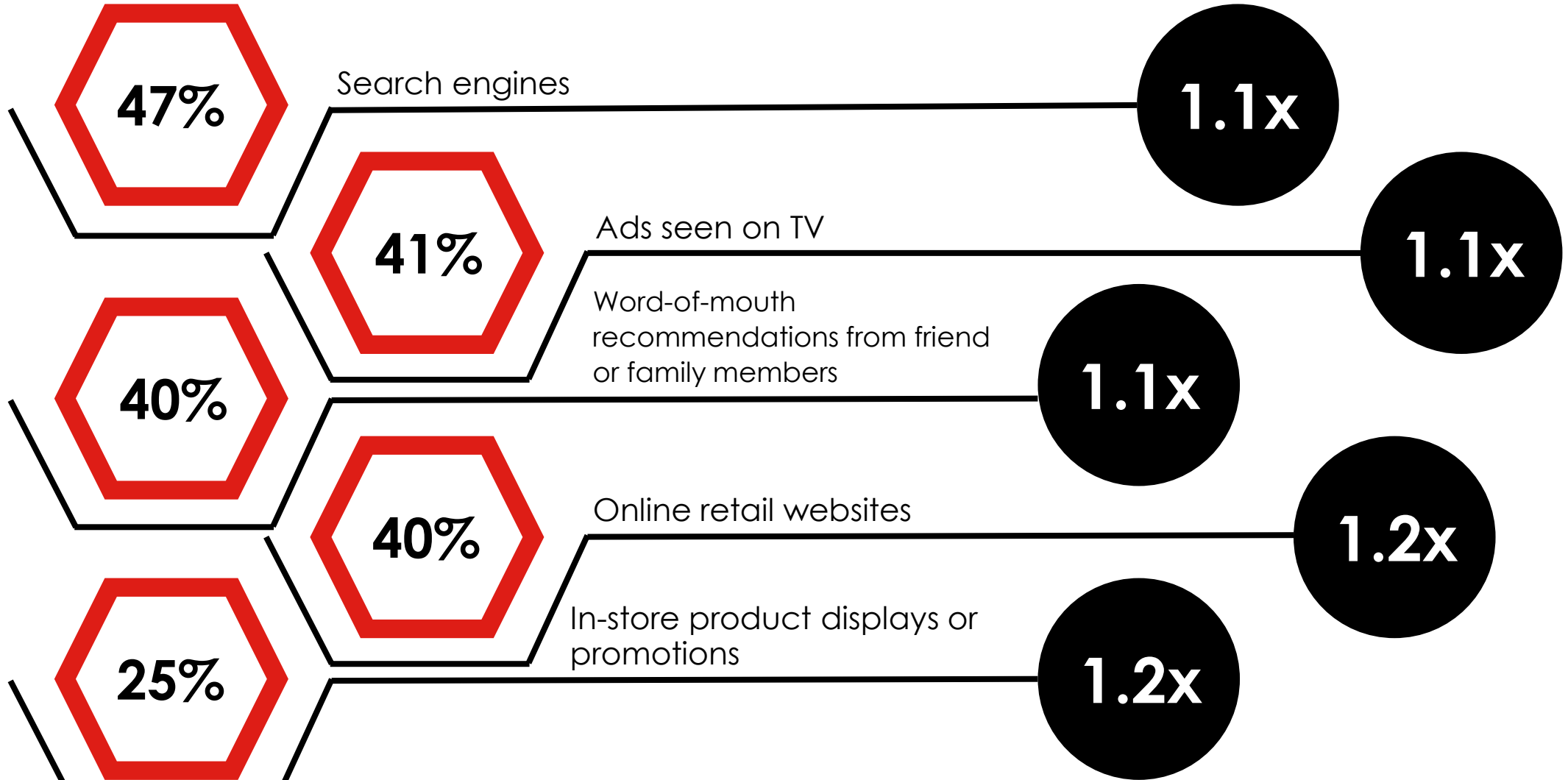


Brand **Discovery**



How new brands and products are found

Ranked on Reach%

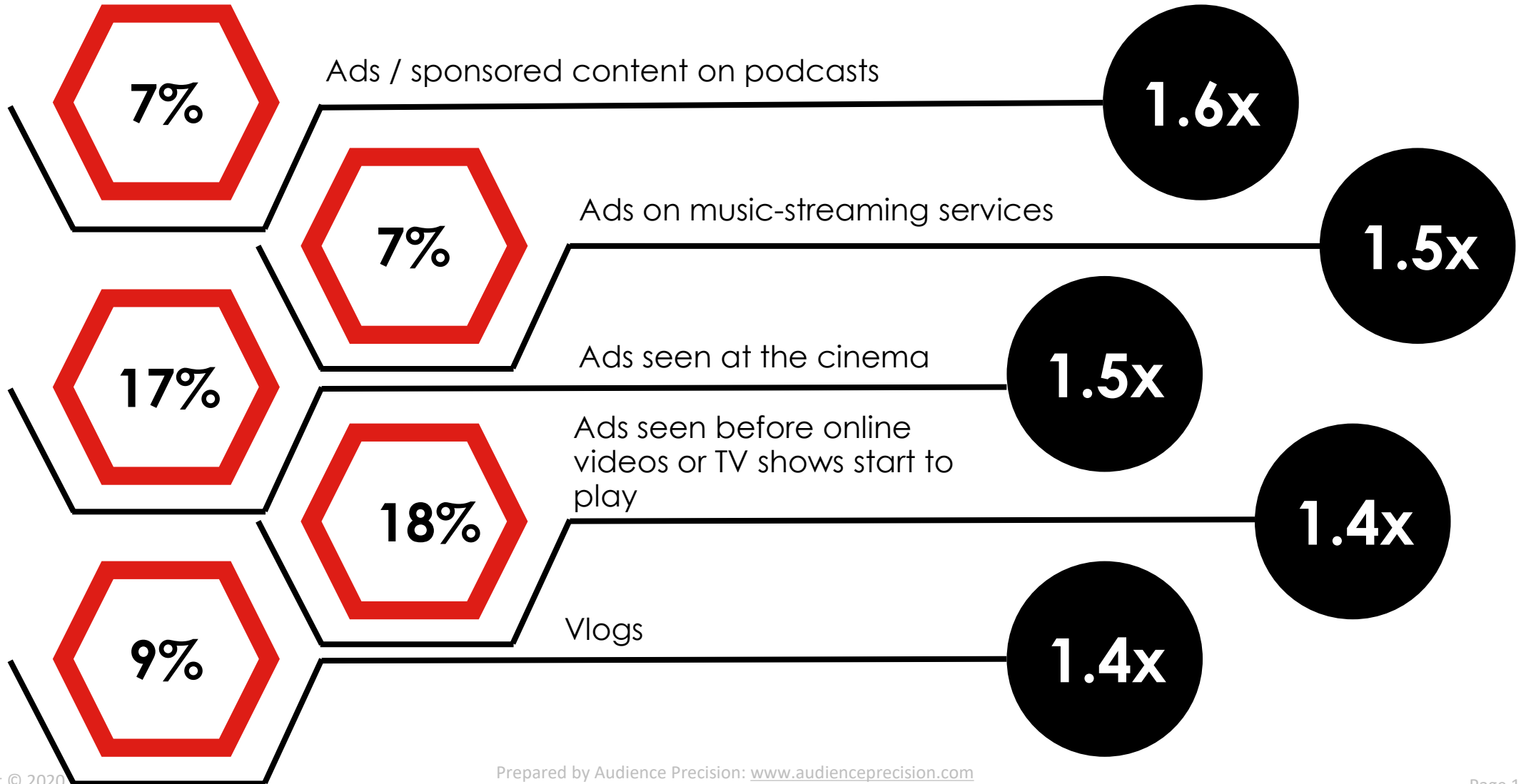


Brand **Discovery**

How new brands and products are found



Ranked on Index





Brand Discovery

How new brands and products are found



#1-15

Discovery	Reach%	Index
Search engines	47%	109
Ads seen on TV	41%	110
Word-of-mouth recommendations from friend or family members	40%	108
Online retail websites	40%	124
In-store product displays or promotions	25%	115
Ads seen on social media	25%	128
Ads seen on websites	24%	129
Brand / product websites	24%	111
TV shows / films	23%	135
Recommendations / comments on social media	21%	129
Consumer review sites	20%	114
Product comparison websites	18%	108
Emails or letters / mailshots from companies	18%	110
Ads seen before online videos or TV shows start to play	18%	139
Ads seen on mobile or tablet apps	18%	137



Brand Discovery

How new brands and products are found



#16-33

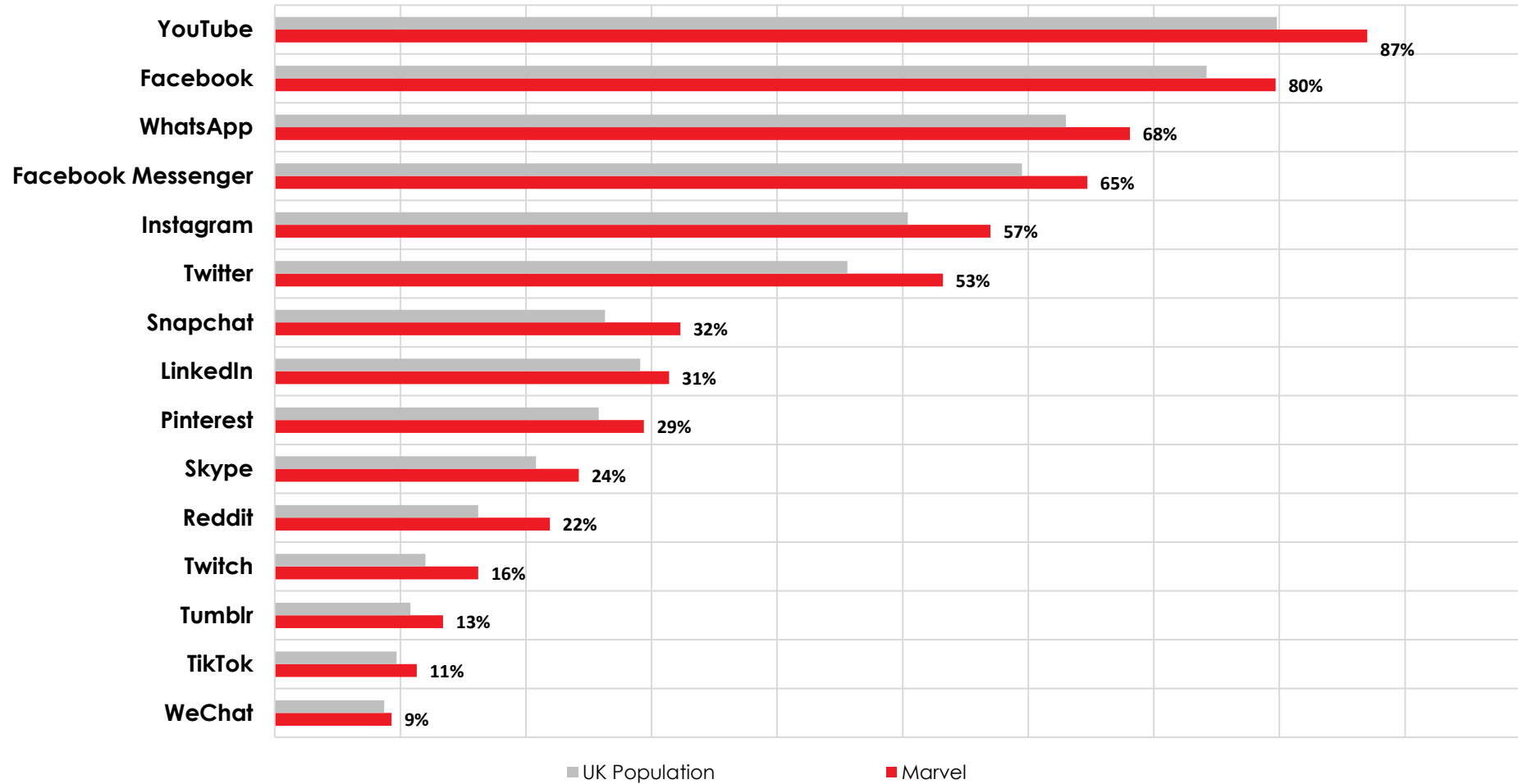
Discovery	Reach%	Index
Ads seen at the cinema	17%	149
Product samples or trials	14%	107
Ads seen on public transport	14%	124
Stories / articles on newspaper or magazine websites	14%	110
Ads in magazines or newspapers	14%	101
Ads on billboards or posters	14%	124
Ads heard on the radio	14%	112
Product brochures / catalogues	14%	105
Stories / articles in printed editions of newspapers or magazines	12%	104
Updates on brands' social media pages	12%	132
Forums / message boards	11%	121
Personalized purchase recommendations on websites	10%	130
Vlogs	9%	139
Posts or reviews from expert bloggers	9%	134
Endorsements by celebrities or well-known individuals	7%	131
Ads on music-streaming services	7%	153
Ads / sponsored content on podcasts	7%	159
Ads on messaging apps	6%	136

Let look at ...

SOCIAL MEDIA.

Social Media Usage

Social Media sites / apps used in the past month



Finally, onto the...

MUSIC MAP.



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Marvel Music Map



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

I love getting a peek into their personal lives

Music related activities

	Reach	Index
Watched music video on YouTube	48%	1.2x
Stream Music	62%	1.2x
Songkick	6%	0.8x
Live Stream Concert or Festival	23%	1.3x
Attend Live Concert	22%	1.2x
Follow Band on Social Media	42%	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.

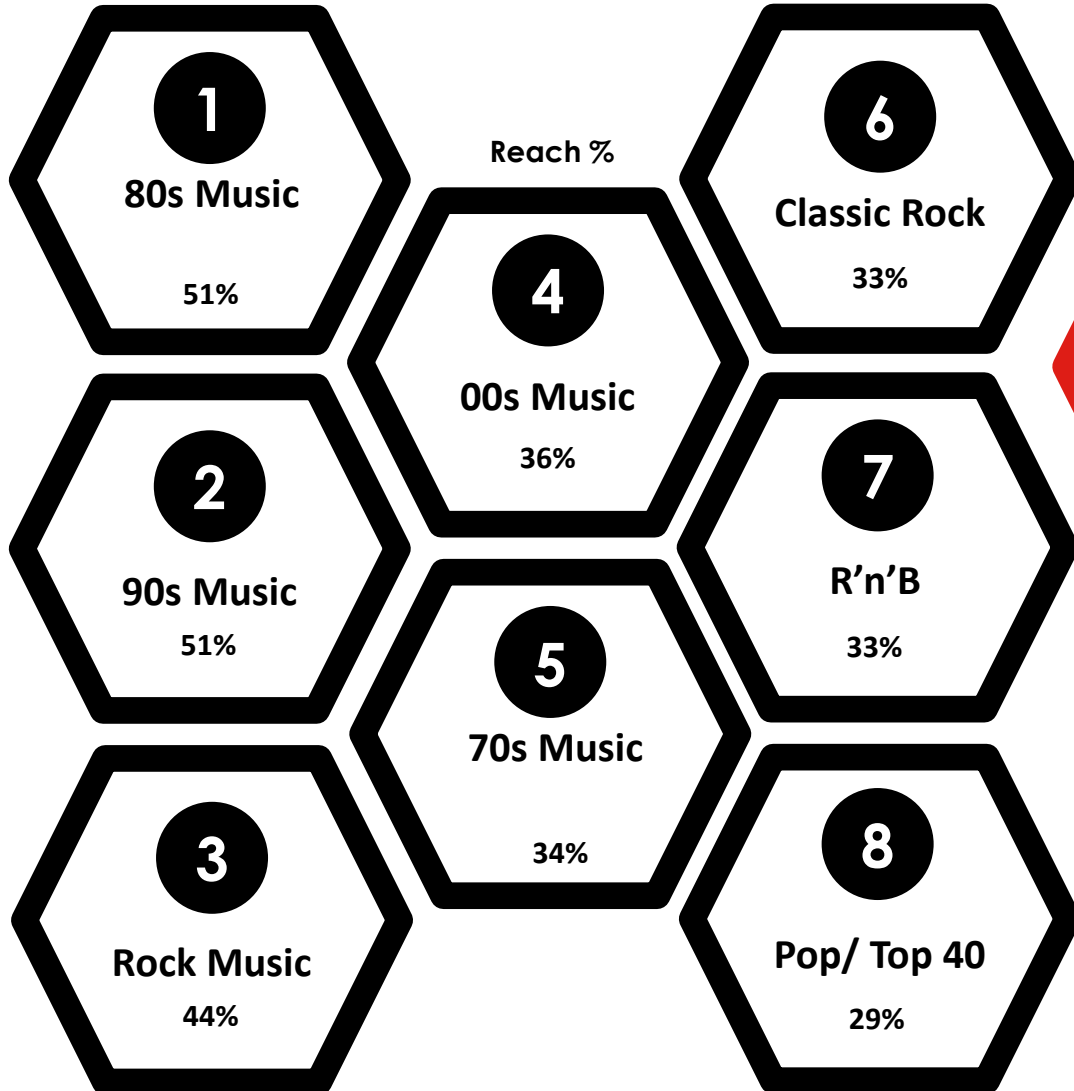


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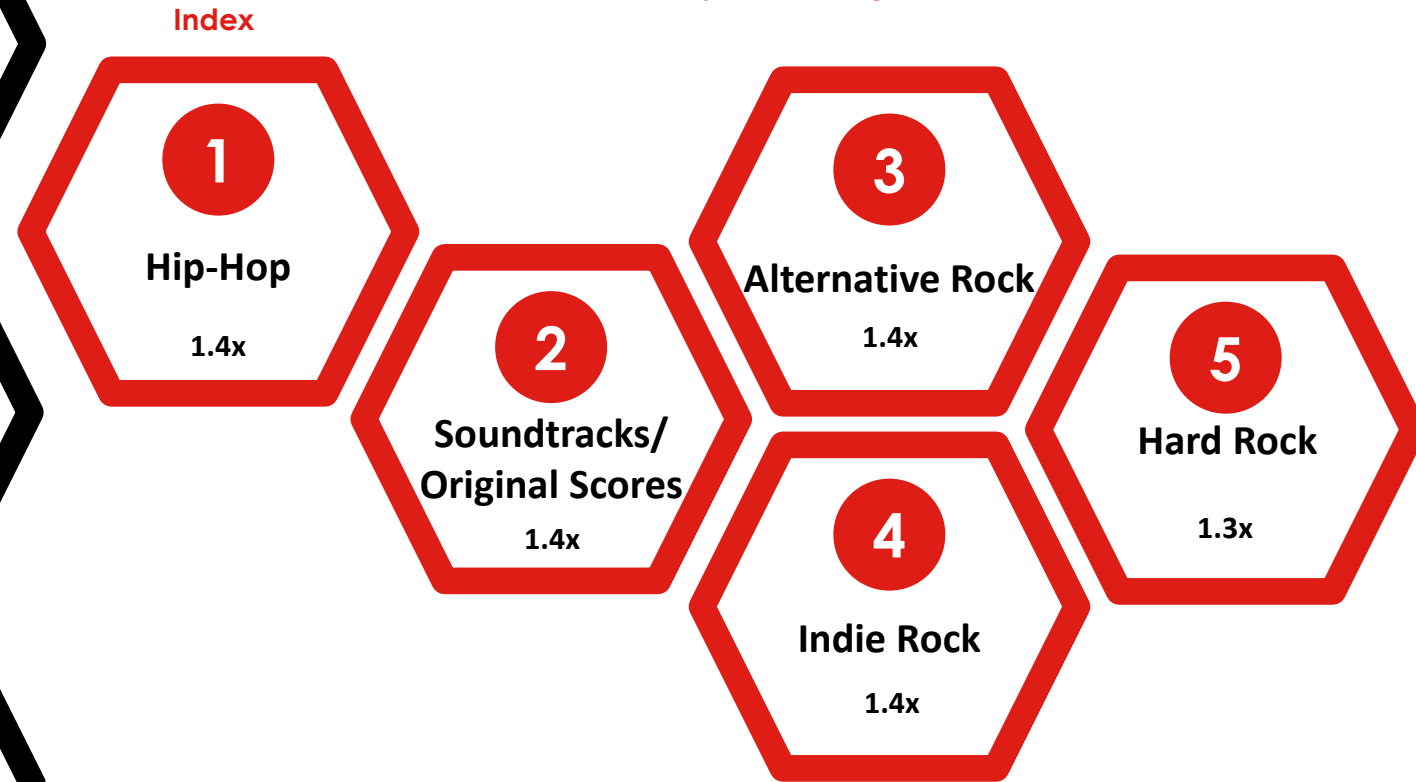


Top Music Genres

A higher percentage of Marvel Fans enjoy listening to ...



Compared to the general population, they are more likely to enjoy listening to ...



For a full list of Music Genres, reach out to AP

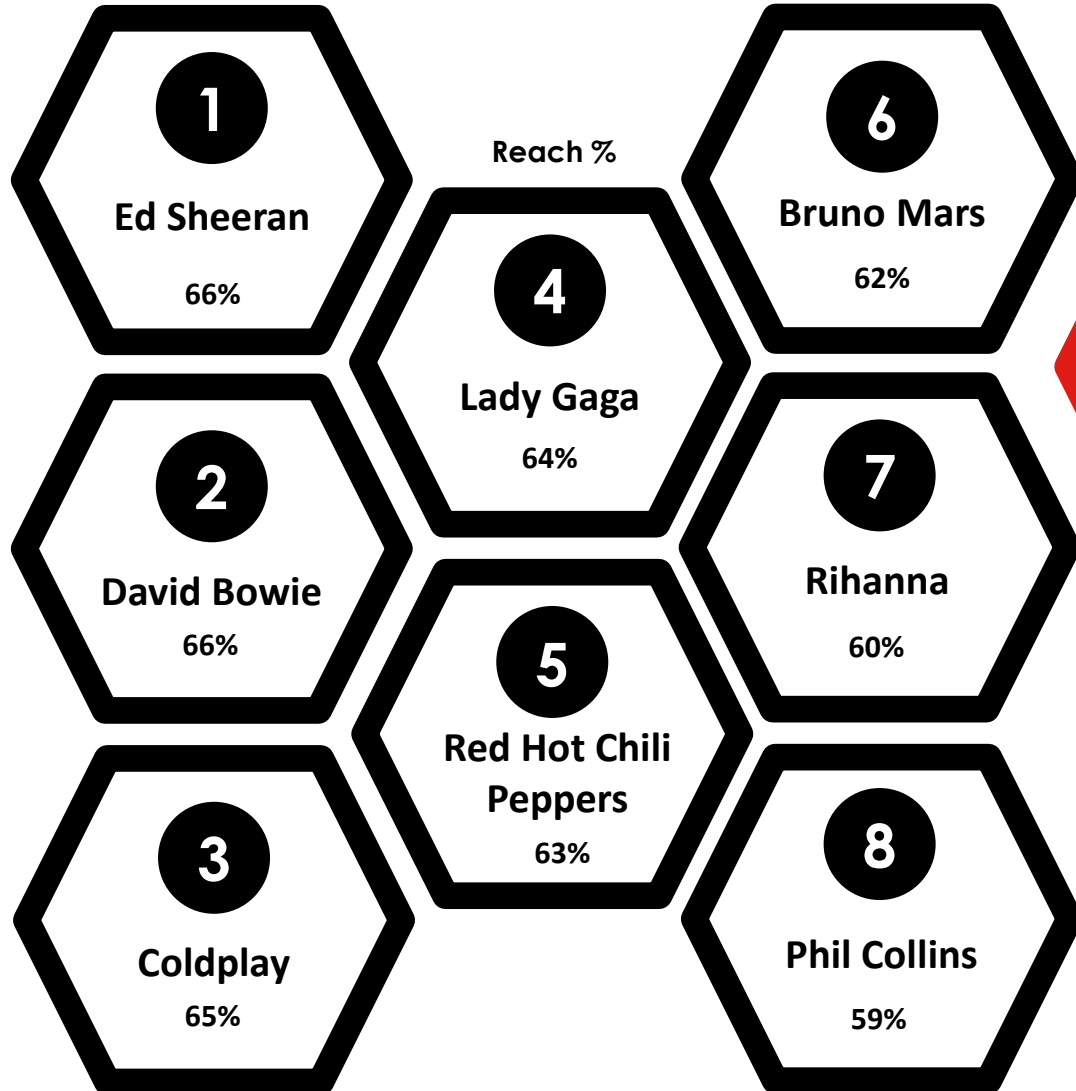


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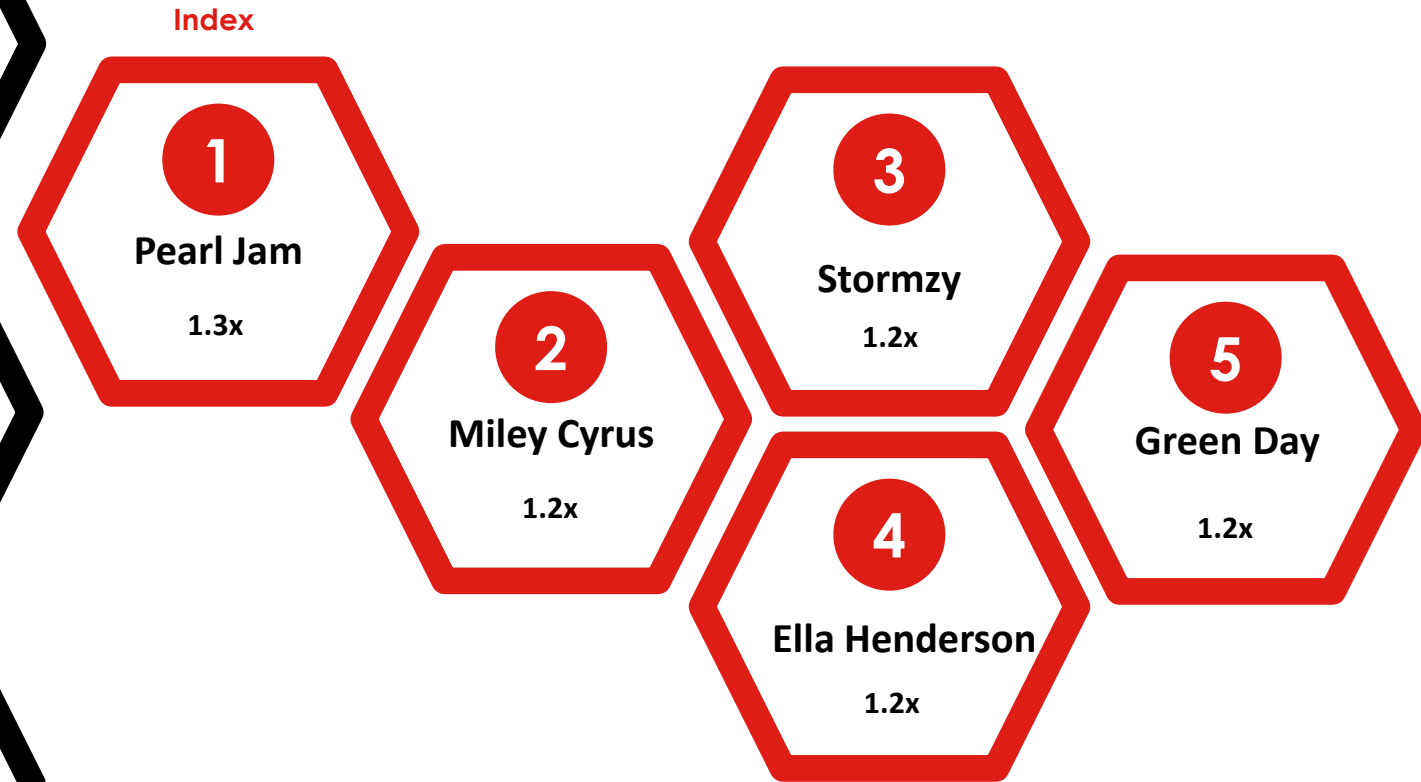


Top Music Artists

A higher percentage of Marvel Fans are fans of ...



Compared to the general population, they are more likely to be fans of ...



For a full list of Music Artists, reach out to AP

Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com