

GENDER: **WOMEN**
KEY AGE GROUP: **16 – 34**

SEGMENT COMPARISON.

SAME DEMO, DIFFERENT BEHAVIOURS



VALUES AND CHARACTER:

Career oriented and like to stand out in a crowd

Constantly connected online & feel closer to people online

THEY ARE INTERESTED IN:

Beauty /Cosmetics and Fashion

Computers and Gaming

FOLLOW ON SOCIAL MEDIA:

News / Media Organizations

Gaming and Anime

WANT BRANDS TO BE:

Bold and Trendy

Funny

WHAT THEY EXPECT FROM BRANDS:

Support local suppliers and local charities

Organize / Simplify your life

WHERE THEY DISCOVER BRANDS:

Celebrity / Influencer Endorsements

Online Retail Websites



Selfie Queens

3.3mil

Selfie Queens always have a phone in hand. They're constantly posting photos and updates on social media



Wallflower

2.6mil

Wallflower is a segment who is interested in the arts/music and staying in, rather than going out

11% are also Wallflower

13% are also Selfie Queens