



Japan

**DNA Segments**





# AUDIENCE PRECISION DNA SEGMENTATION



## Lifestyle Shapers



Bare Basics

**5.5mil**

Those who are only just getting by in life. Often on a low income, have had little education, and can be resistant to change



Blue Collar Success

**3mil**

People with humble roots who have achieved great success in life



Counter Culture

**3mil**

People who shun mainstream culture and reject the status quo



Wallflower

**2.6mil**

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



Metro Dweller

**7.3mil**

Cosmopolitan people living in urban areas with a global mindset



Suburban Lifestyle

**5mil**

People living in the suburbs



Global Citizen

**2.4mil**

Those who consider themselves citizens of the world



Woke

**2.9mil**

Those in tune with the problems facing the world, the environment and those less fortunate. They are willing to adjust their lifestyle to be more ethical



Country Conservatives

**3.3mil**

Those who live in country/rural areas, they are happy and content with the simple things in life



Fit & Trendy

**3.3mil**

People who exercise regularly and care a lot for their appearance. They like to shop, and purchase brand names



Country Chic

**2.3mil**

Those who live in country/rural areas. They care about keeping up with appearances, pursue luxury/finer things

## Next Gen



Driven Youth

**4.5mil**

Ambitious goal-oriented young people



Young Rebels

**2.7mil**

Under 25, & they don't like to play by the rules



Mid-Life Energy

**4.6mil**

People thriving in middle age



Affluent Millennials

**3.6mil**

The Baby Boomer's worst enemy. These affluent millennials would rather spend their spare cash enjoying life than save for a deposit



# AUDIENCE PRECISION DNA SEGMENTATION



## Always Connected



Bloggers

**12mil**

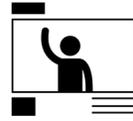
Bloggers enjoy creating and sharing content online



Clever & Connected

**4.3mil**

Educated, progressive, heavy on social media and engaged in topics such as satire, politics and news articles



Vlogger Fans

**3.3mil**

Vlogger Fans love watching online videos by their favourite content creators and YouTube stars



Digital Explorers

**6.1mil**

Digital Explorers are aged 35+ with an interest in connecting online, social media, podcasts, and technology



Love Seekers

**6.9mil**

Those who use dating apps/sites



Gaming Streamers

**5.3mil**

People who enjoy watching live gameplay



Selfie Queens

**3.3mil**

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



Tech Heads

**4.5mil**

Tech Heads are early adopters of tech and always go out of their way to learn everything they can about new technology

## Golden Years



Young at Heart

**2.2mil**

Older in age but have a young at heart attitude. Have young-looking interests like going to shows, and are free-spirited in personality



Royally Retired

**2.8mil**

Retirees who are financially comfortable, with cash to splash and time on their hands



Empty Nesters

**5.3mil**

Empty Nesters are parents whose children have all grown up and left the family home



# AUDIENCE PRECISION DNA SEGMENTATION



## Home Life



Boomers in the 'Burbz

**5.3mil**

Baby Boomers with conservative values living in the suburbs



Family Values

**4.8mil**

People who emphasise the importance of family, community and tradition



Stay at Home Parent

**3.6mil**

Parents looking after their kids rather than pursuing a career, either through choice, cultural norms or necessity



Sharehouse

**7.3mil**

People living with friends or strangers, usually renting



Young Families

**13mil**

Families with young children



Yummy Mummies

**3.8mil**

Mothers who keep up to date with the latest fashion and style trends

## Work Week



Career Driven Women

**2.6mil**

Career and success driven women executives and professionals



Manual Workers

**10mil**

People who work in occupations that tend to be more physical in function



Power Executives

**2.6mil**

Power Executives are success driven managers and executives



Business Owner

**3mil**

Business Owners



Students

**5.8mil**

Those currently studying



Young Professionals

**2.7mil**

Young corporate office workers



# AUDIENCE PRECISION DNA SEGMENTATION



## Super Shoppers



Fast Fashionistas

**3.4mil**

Fast Fashion purchasers who love fashion and shopping but can't or don't want to spend a lot



Bargain Hunters

**5.6mil**

Bargain Hunters are those who always go out of their way in search of a bargain. Price is an important factor in the purchasing decision



Brand Buyers

**3.3mil**

Brand Buyers are loyal to their favourite brands and don't mind showing them off



High Spend

**4.6mil**

Those who spend lots of money on leisure and entertainment activities



Impulse Buyers

**2.8mil**

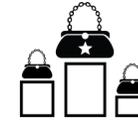
Impulse Buyers are those who tend to act out of emotion rather than logic when it comes to making purchasing decisions



Easily Influenced

**2.1mil**

Fashion conscious people who are easily influenced by their favourite reality TV or social media influencers



Prestige Purchasers

**2.5mil**

Prestige Purchasers prefer luxury brands and the premium version of a product



Metro Man

**2.6mil**

Men who are well groomed. They seek out products and services to help them look their best



# AUDIENCE PRECISION DNA SEGMENTATION



## Pleasure & Leisure



Gamers

**3.1mil**

Gamers spend their spare time playing video games at home, and are often the first to buy the new gaming title



Money Obsessed

**13mil**

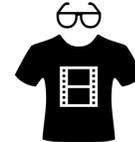
Constantly checking the stock market, financial news and the performance of their own investments



Gym Junkies

**2.8mil**

Always working out, these Gym Junkies don't feel complete until after their daily dose of exercise



Movie Buffs

**2.4mil**

Frequent cinema attendees, they enjoy the experience of a movie outing, and are often the first to see the latest release



Nature Lovers

**2.5mil**

People who like nature activities



DIY Dads

**2.2mil**

Dads who love working on DIY projects around the home. There isn't a job too big or small for this handyman!



Music Fans

**4mil**

Music Fans



Binging Out

**2.3mil**

Binging Out are heavy home entertainment consumers. They are self-confessed "binge-watchers" of TV shows/series



Sports Obsessed

**2.6mil**

People who are passionate about multiple sports



Style Stalkers

**3.8mil**

Always keep up to date with the latest fashion and beauty style trends



Creatives

**2.3mil**

People engaging in multiple artistic endeavors or who work in a creative field



Goal Diggers

**4.8mil**

Ambitious, and goal-oriented people, who always strive to achieve more in life, whether it be in the home, business, or family life



Art-House Film Fans

**4.5mil**

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

**6.8mil**

Their ideal holiday is shopping on Fifth Avenue or skiing the French Alps



E-Sports Fans

**4.1mil**

Fans of E Sports



Girl Gamers

**2.3mil**

Girl Gamers spend their spare time playing video games at home



Foodies

**2.9mil**

Foodies seek new food experiences. They're your go-to for what restaurant to eat at next



# AUDIENCE PRECISION DNA SEGMENTATION



## Japan Segments



Badminton Fans

**3.1mil**

Fans of Badminton



Diligent Worker

**5.4mil**

Hard working career-oriented full-time workers who like to do things properly



Baseball Fans

**19mil**

Fans of Baseball



Motor Sport Fans

**7.1mil**

Fans of Motorsport



Martial Arts (e.g. UFC) Fans

**8.2mil**

Fans of Martial Arts (e.g. UFC)



Book Worms

**8mil**

Book Worms love reading and would prefer a night in that being out in a crowd



Table Tennis Fans

**8.3mil**

Fans of Table Tennis



Tennis Fans

**12mil**

Fans of Tennis



Humble & Modest

**9.4mil**

People who are risk averse, careful with their money and don't like to show off their achievements or money



Basketball Fans

**7.5mil**

Fans of Basketball



Winter Sports Fans

**8.5mil**

Fans of Winter Sports



Soccer Fans

**16mil**

Fans of Soccer



Pro Boxing Fans

**7.6mil**

Fans of Boxing



Golf Fans

**7.8mil**

Fans of Golf



Volleyball Fans

**8mil**

Fans of Volleyball



Looking After Parents

**17mil**

Adults looking after their parents as they age



Rugby Fans

**6.4mil**

Fans of Rugby



Olympics Fans

**8.1mil**

Fans of the Olympics