

Brand Report

Assassins Creed

United Kingdom | August 2020





This report is a snapshot of **Assassins Creed players 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 – Gaming
4. Film Franchises
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

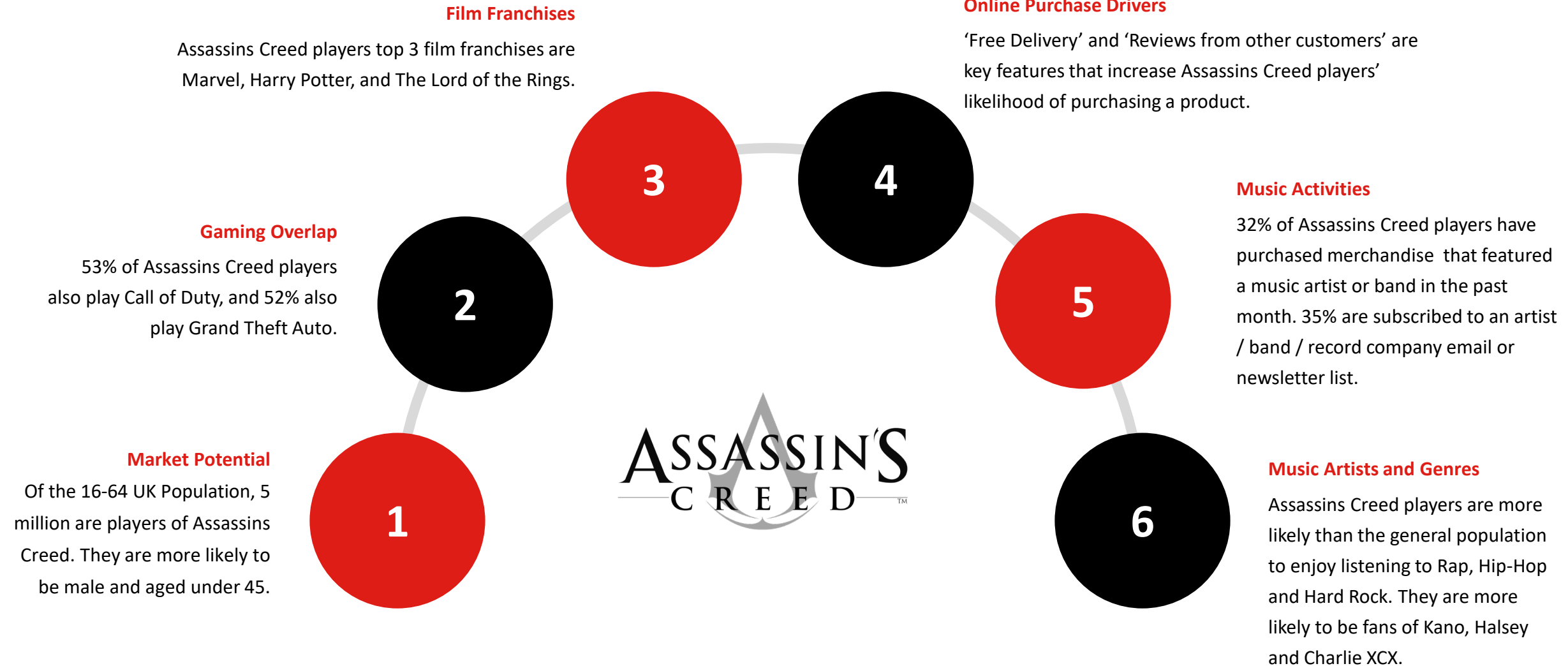
Sample Size

40,000

Got Questions?

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

Key Takeaways



Let look at the...

BRAND OVERVIEW.

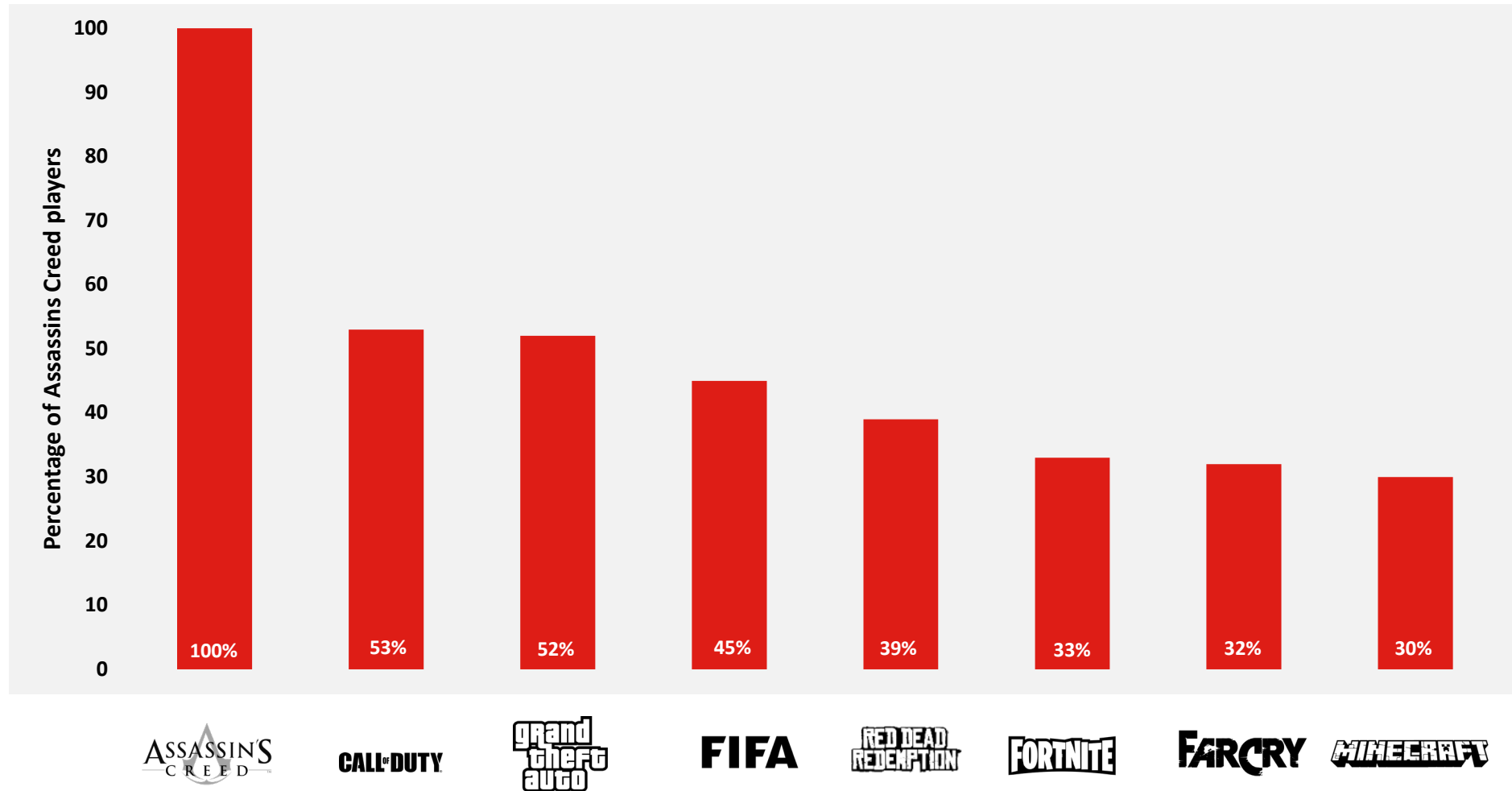


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Gaming Category Overlap



Games / Gaming franchises played in the last 12 months



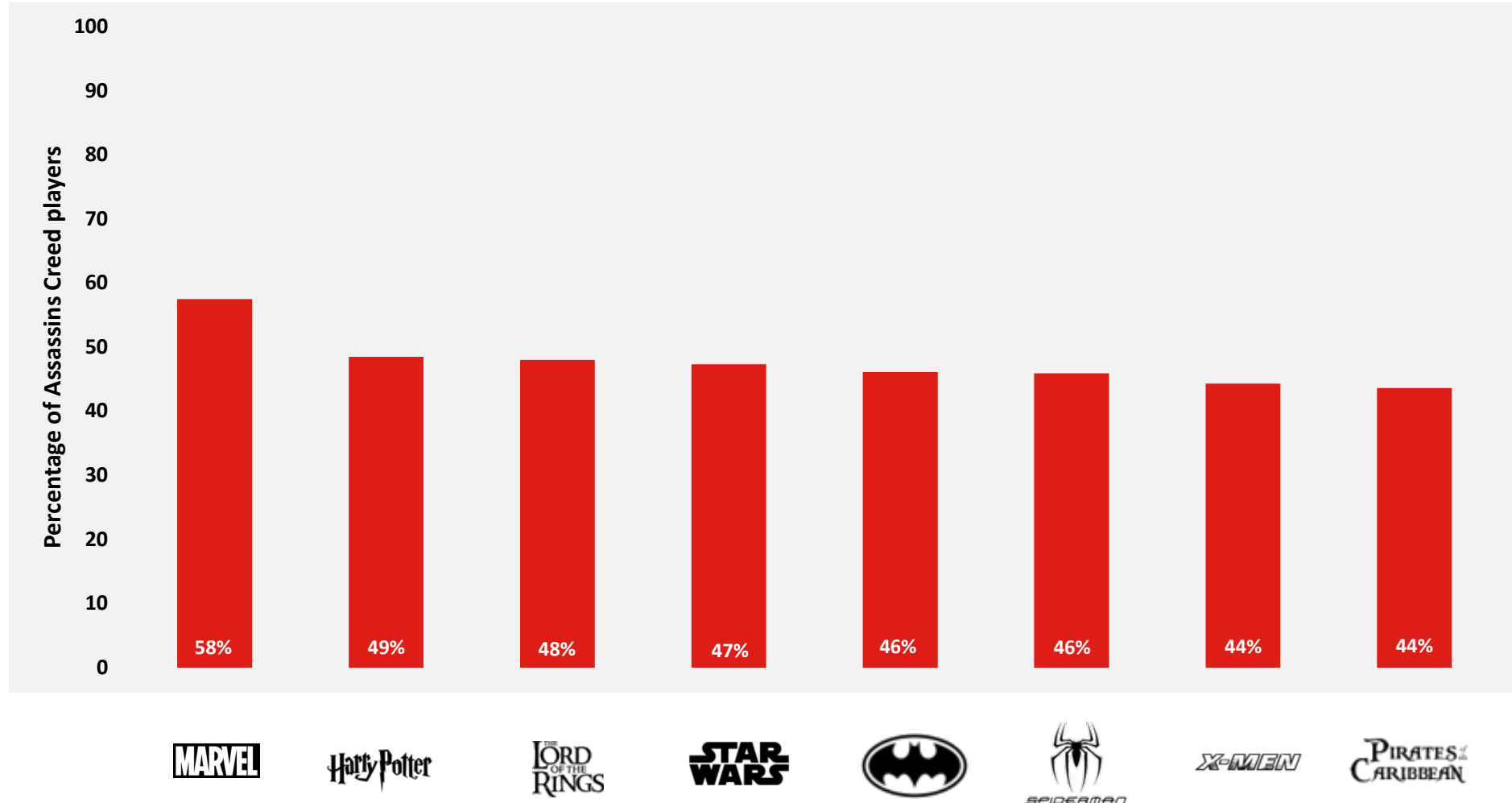


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Assassins Creed Overlap with **Film Franchises**



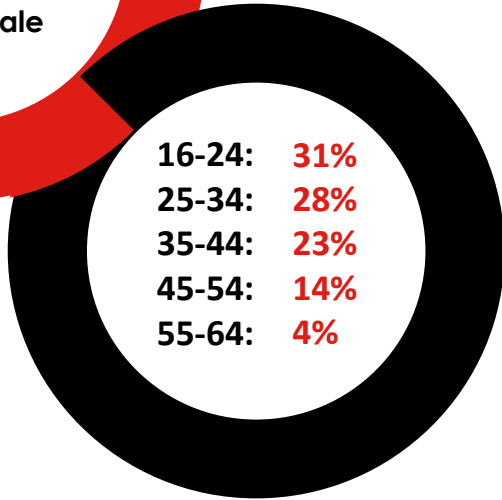
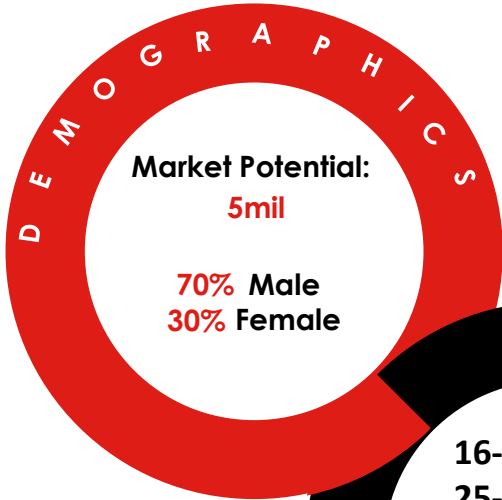
Film franchises Assassins Creed players consider themselves to be fans of





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Assassins Creed Audience Profile



Attitudes

Having the latest technological products is very important to me

I am a brand conscious person

I would buy a product / service simply for the experience of being part of the community built around it

I like to pursue a life of challenge, novelty and change



Top 5 Segments



E-Sports Fans



Gaming Streamers



Gamers



Girl Gamers



Martial Arts (e.g. UFC) Fans

Household Income

Top 10%	9%
Top 25%	21%
Mid 50%	46%
Bottom 25%	25%

% of the population

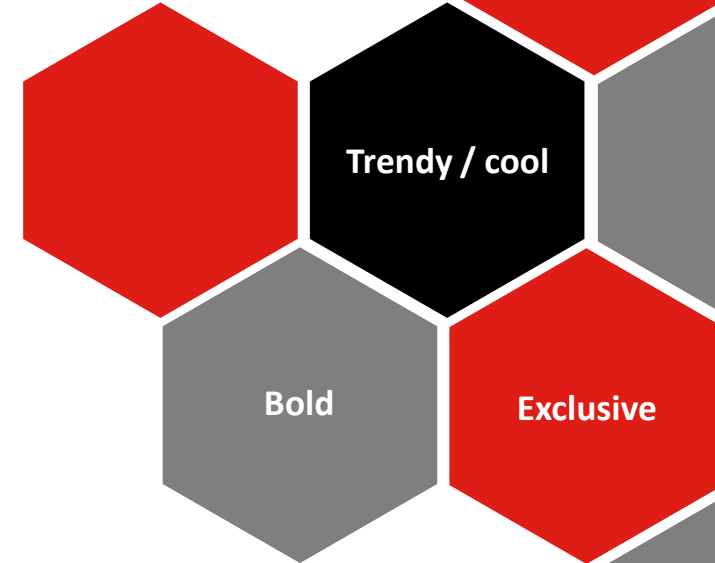
Top 5 Media Properties

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

Top Activities

- Gaming
- Computers / coding
- Playing sport
- Gadgets

What do they want brands to be?



Now for the ...

ONLINE PURCHASE JOURNEY.



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Online **Purchase Journey**



Features that would increase the likelihood of buying a product

Ranked on Reach%





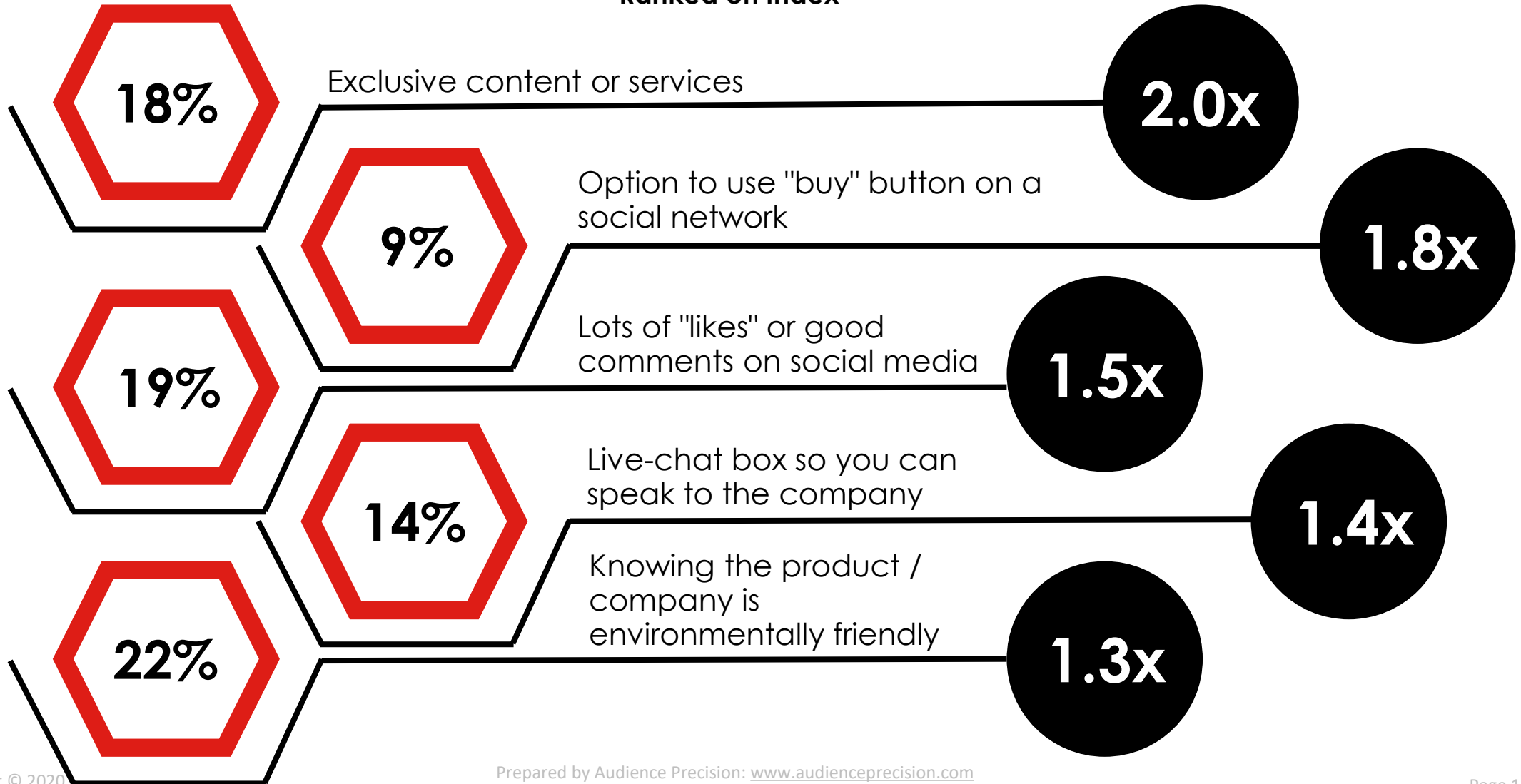
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Online **Purchase Journey**



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	67%	97
Reviews from other customers	46%	112
Next-day delivery	44%	122
Coupons and discounts	41%	99
Easy returns policy	40%	103
Loyalty points	39%	99
Quick / easy online checkout process	36%	109
Click & Collect delivery	25%	111
Knowing the product / company is environmentally friendly	22%	127
"Guest" check-out (with no sign-in required)	21%	111
Lots of "likes" or good comments on social media	19%	154
Exclusive content or services	18%	196
Entry into competitions	15%	119
Live-chat box so you can speak to the company	14%	142
Option to use "buy" button on a social network	9%	179

Let look at ...

BRAND DISCOVERY.

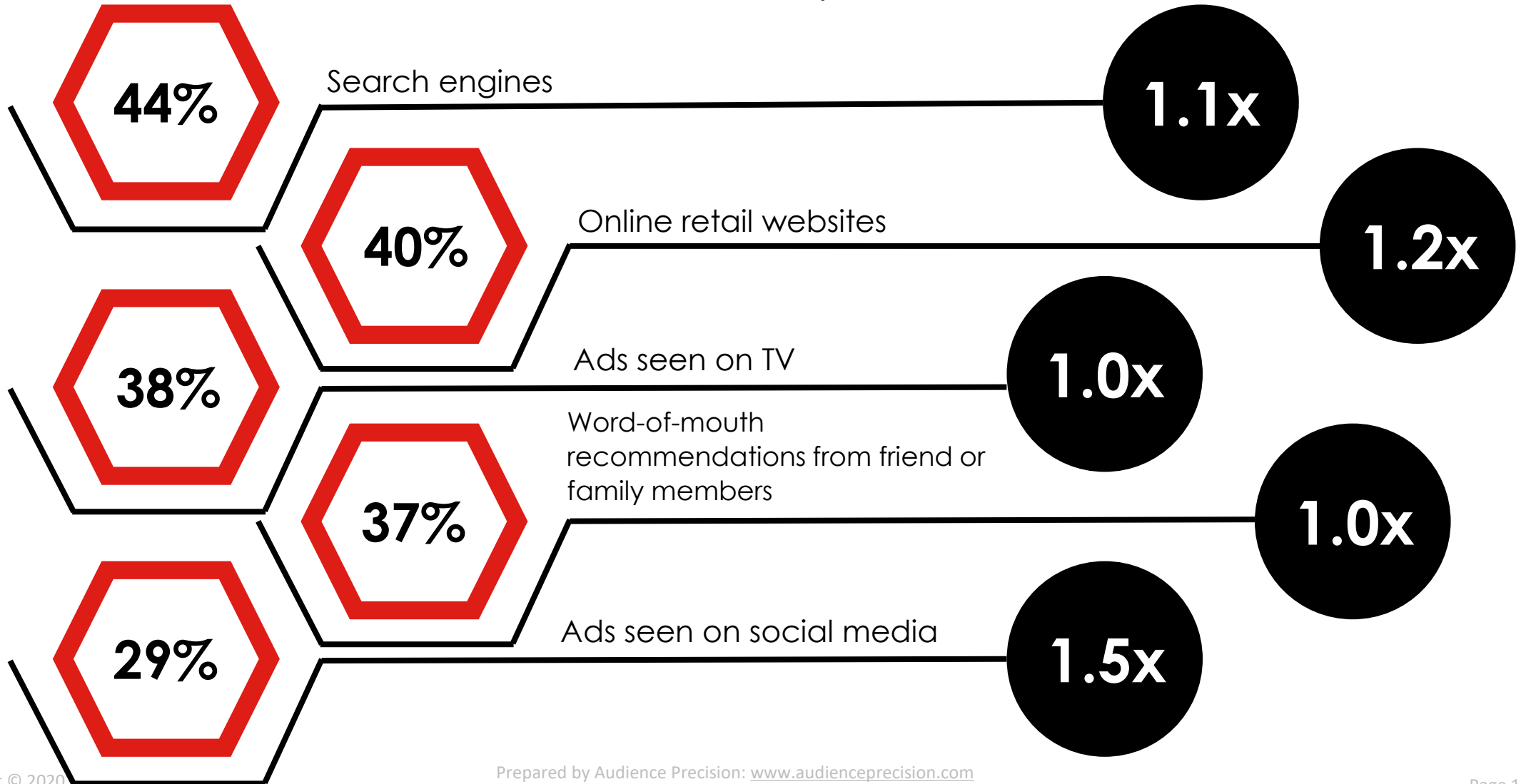


Brand **Discovery**



How new brands and products are found

Ranked on Reach%

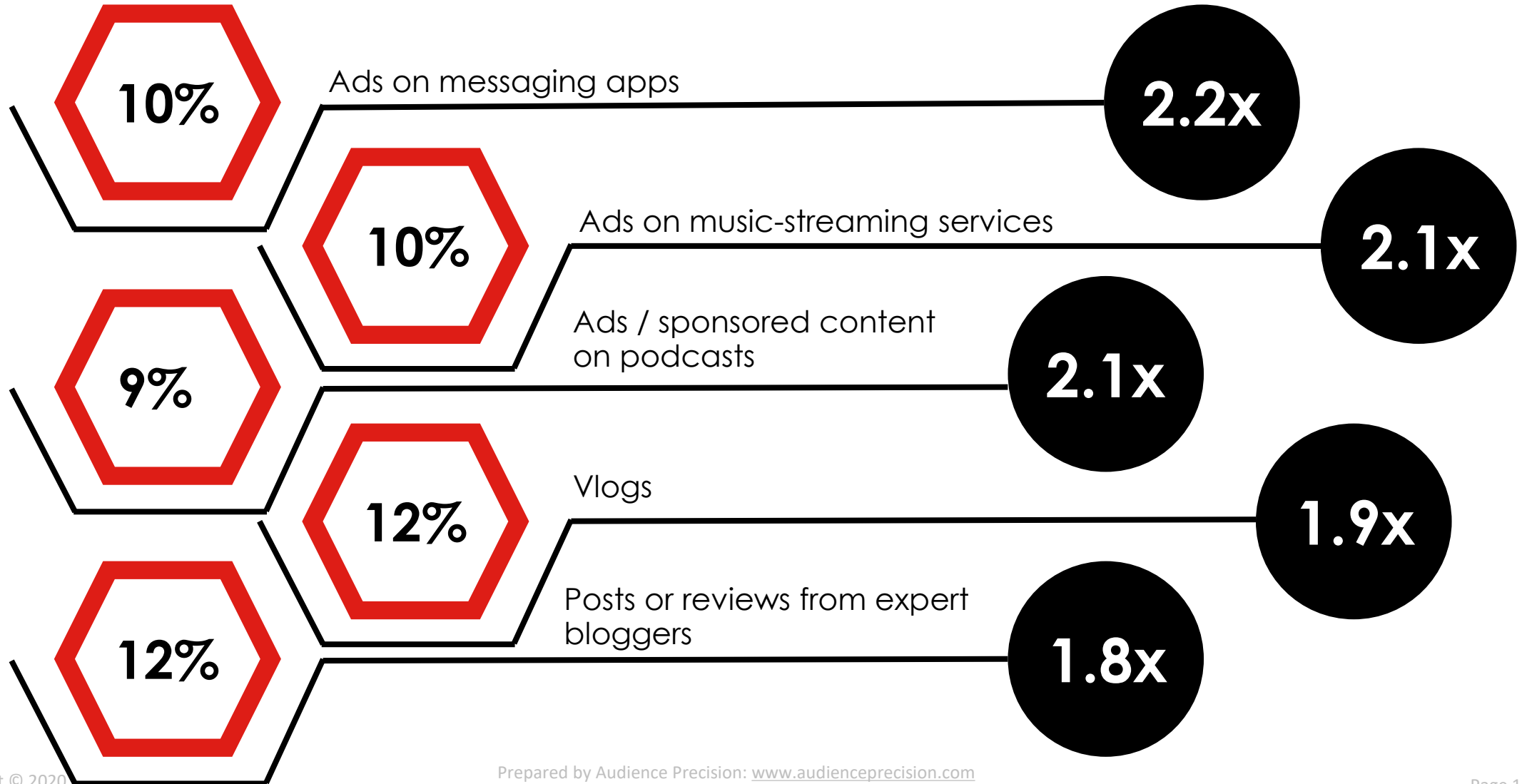


Brand **Discovery**

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	48%	113
Online retail websites	40%	123
Ads seen on TV	38%	101
Word-of-mouth recommendations from friend or family members	37%	100
Ads seen on social media	29%	150
Brand / product websites	27%	126
Ads seen on websites	27%	142
Consumer review sites	26%	143
In-store product displays or promotions	25%	117
TV shows / films	24%	144
Recommendations / comments on social media	22%	136
Product comparison websites	22%	128
Ads seen before online videos or TV shows start to play	21%	169
Ads seen on mobile or tablet apps	21%	165
Emails or letters / mailshots from companies	18%	113



Brand Discovery

How new brands and products are found



#16-33

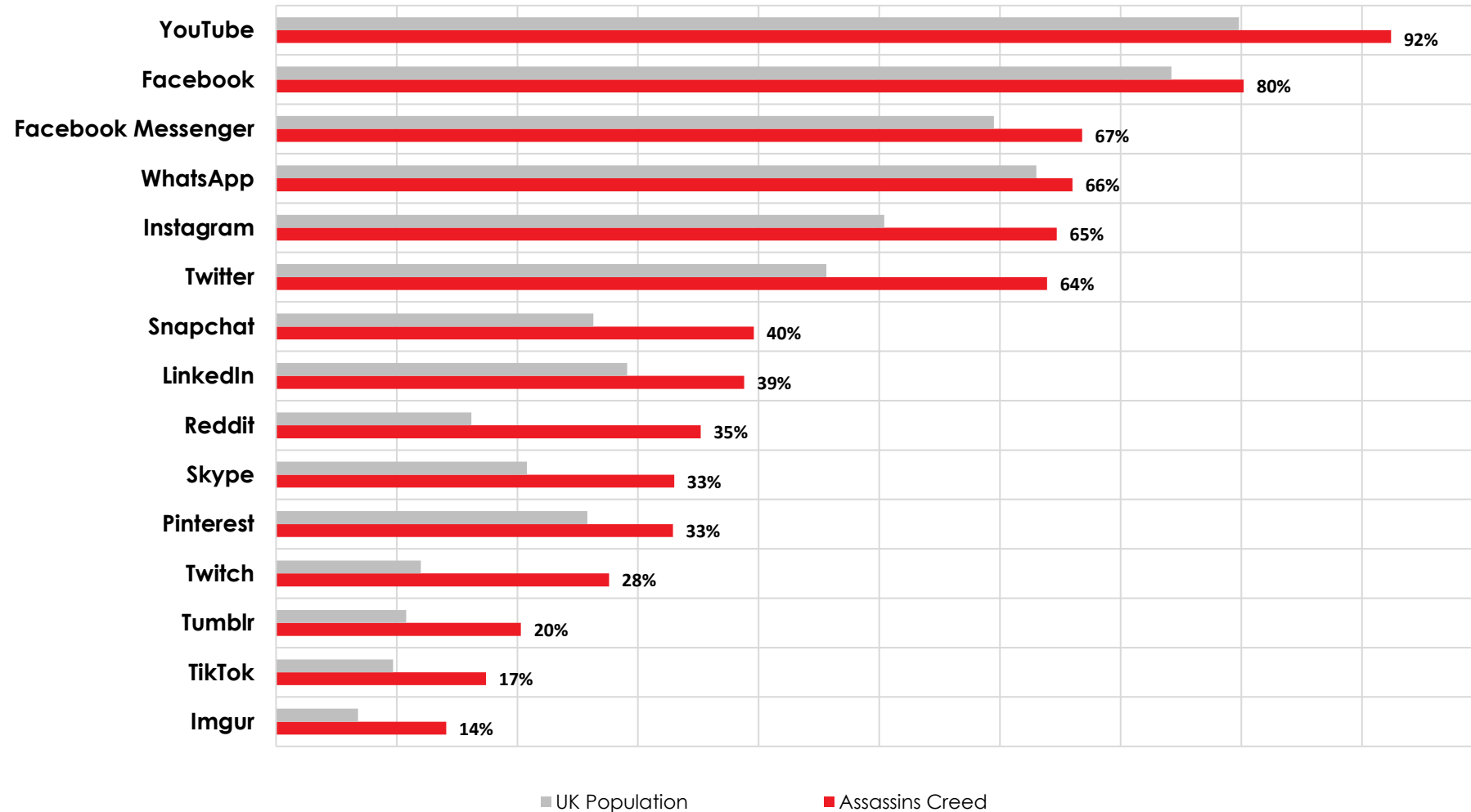
Discovery	Reach%	Index
Ads seen at the cinema	18%	156
Ads seen on public transport	17%	147
Ads in magazines or newspapers	16%	117
Stories / articles on newspaper or magazine websites	16%	126
Ads on billboards or posters	16%	142
Product samples or trials	15%	111
Product brochures / catalogues	15%	114
Updates on brands' social media pages	15%	167
Ads heard on the radio	14%	117
Forums / message boards	14%	160
Personalized purchase recommendations on websites	13%	161
Stories / articles in printed editions of newspapers or magazines	13%	112
Vlogs	12%	185
Posts or reviews from expert bloggers	12%	176
Ads on messaging apps	10%	216
Ads on music-streaming services	10%	208
Ads / sponsored content on podcasts	9%	205
Endorsements by celebrities or well-known individuals	8%	149

Let look at ...

SOCIAL MEDIA.

Social Media Usage

Social Media sites / apps used in the past month



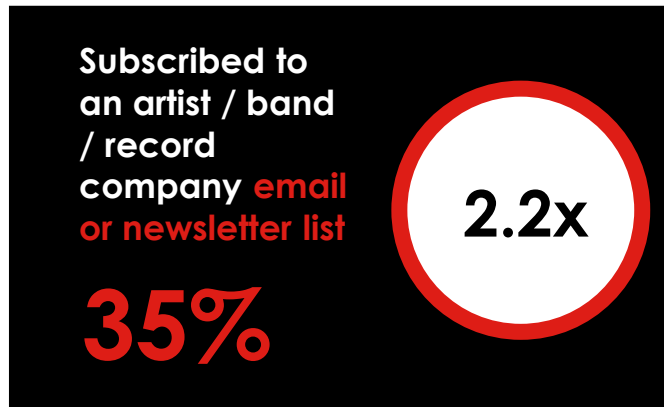
Finally, onto the...

MUSIC MAP.



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Assassins Creed **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 trust them when they comment on or recommend products, services, content, other people to check-out, etc.

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

Music related activities

	Reach	Index
Watched music video on YouTube	55%	1.4x
Stream Music	75%	1.4x
Attend Live Concert	29%	1.6x
Live Stream Concert or Festival	26%	1.5x
Songkick	7%	1.1x
Follow Band on Social Media	60%	1.7x

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.

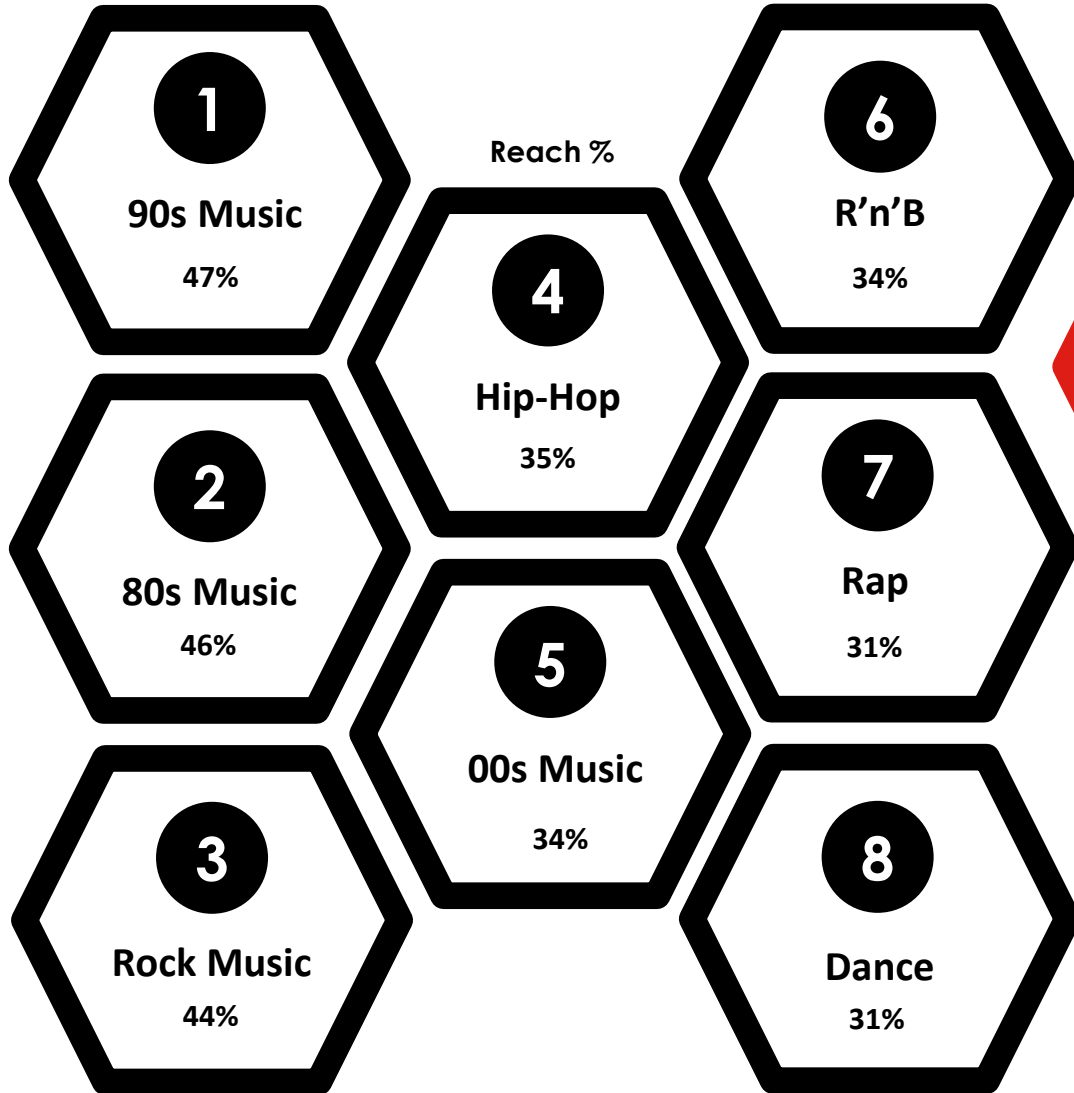


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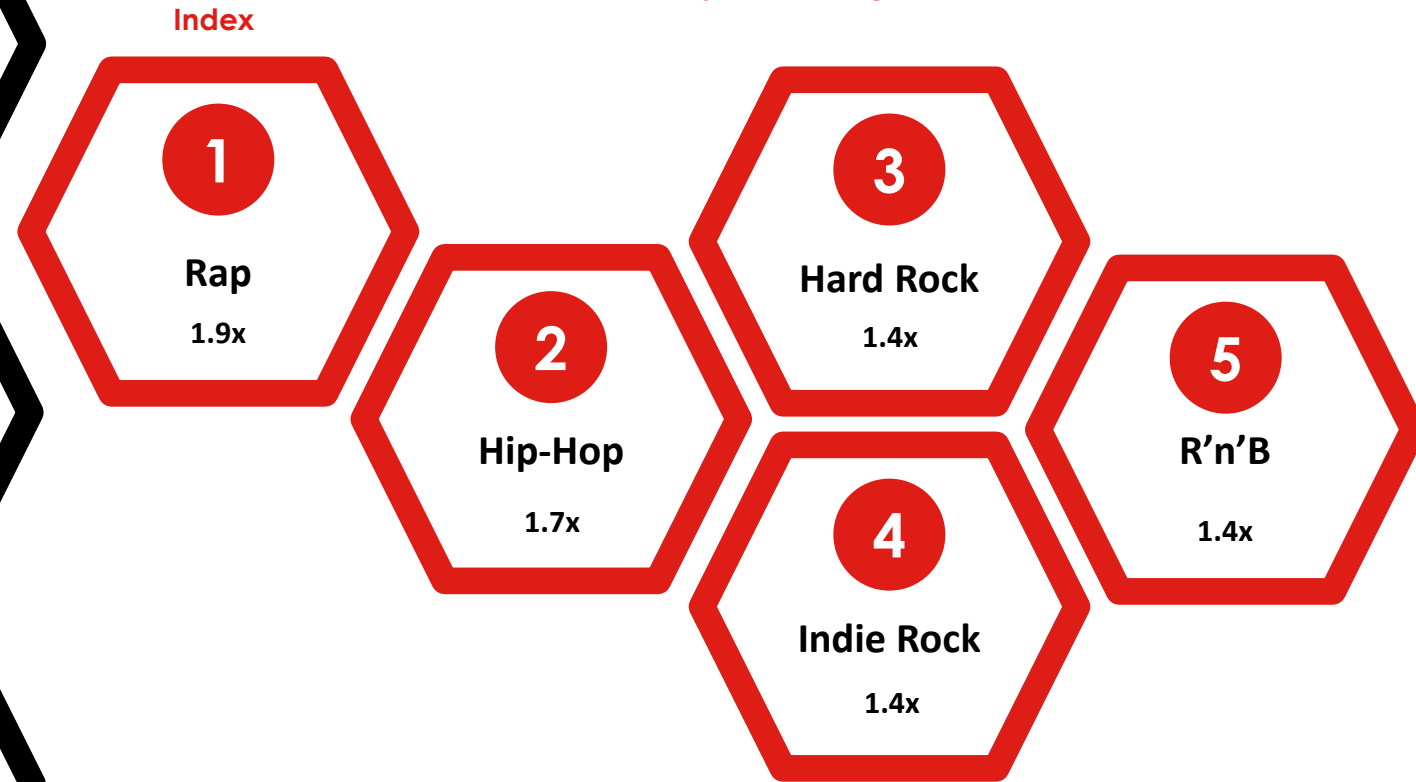


Top Music Genres

A higher percentage of Assassins Creed players 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

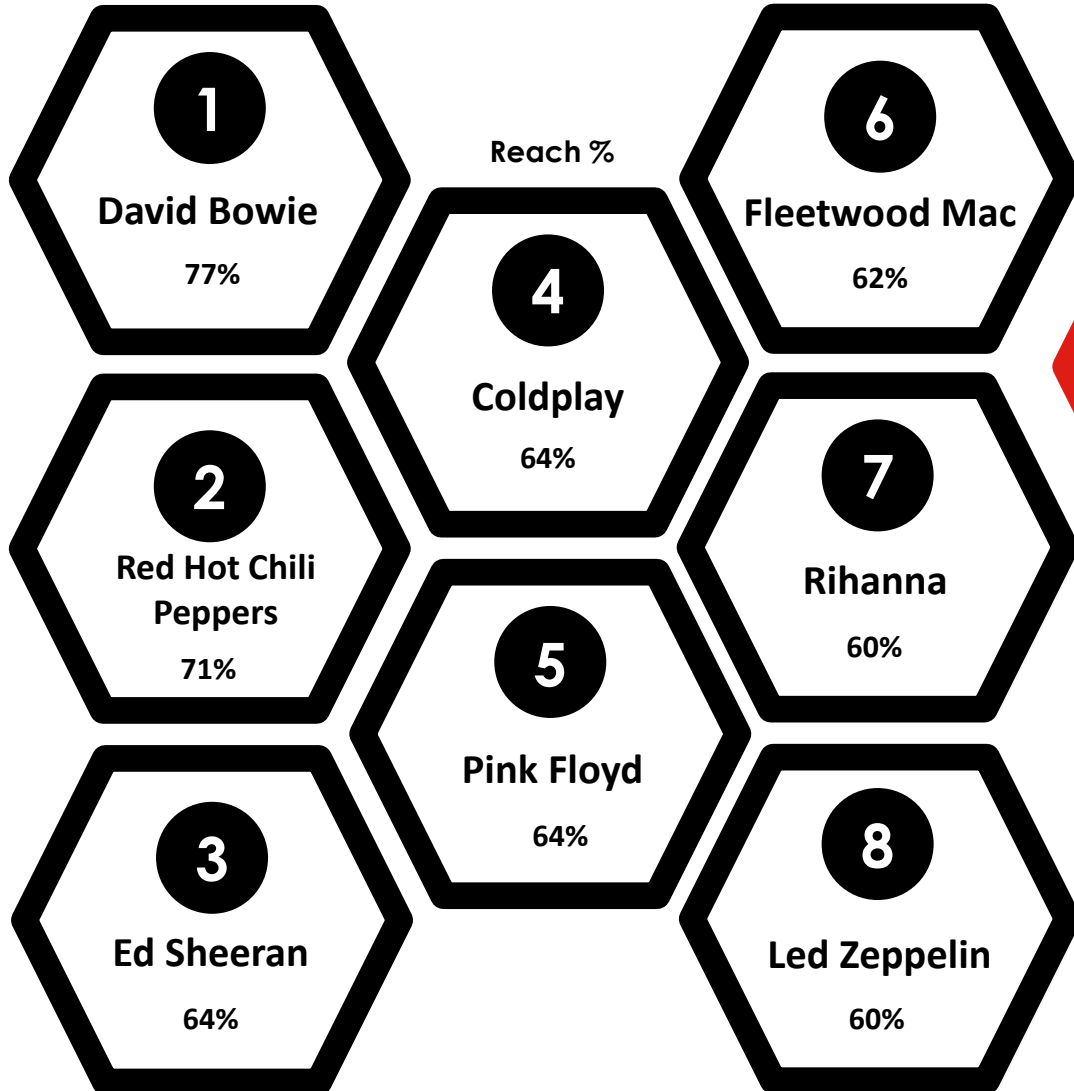


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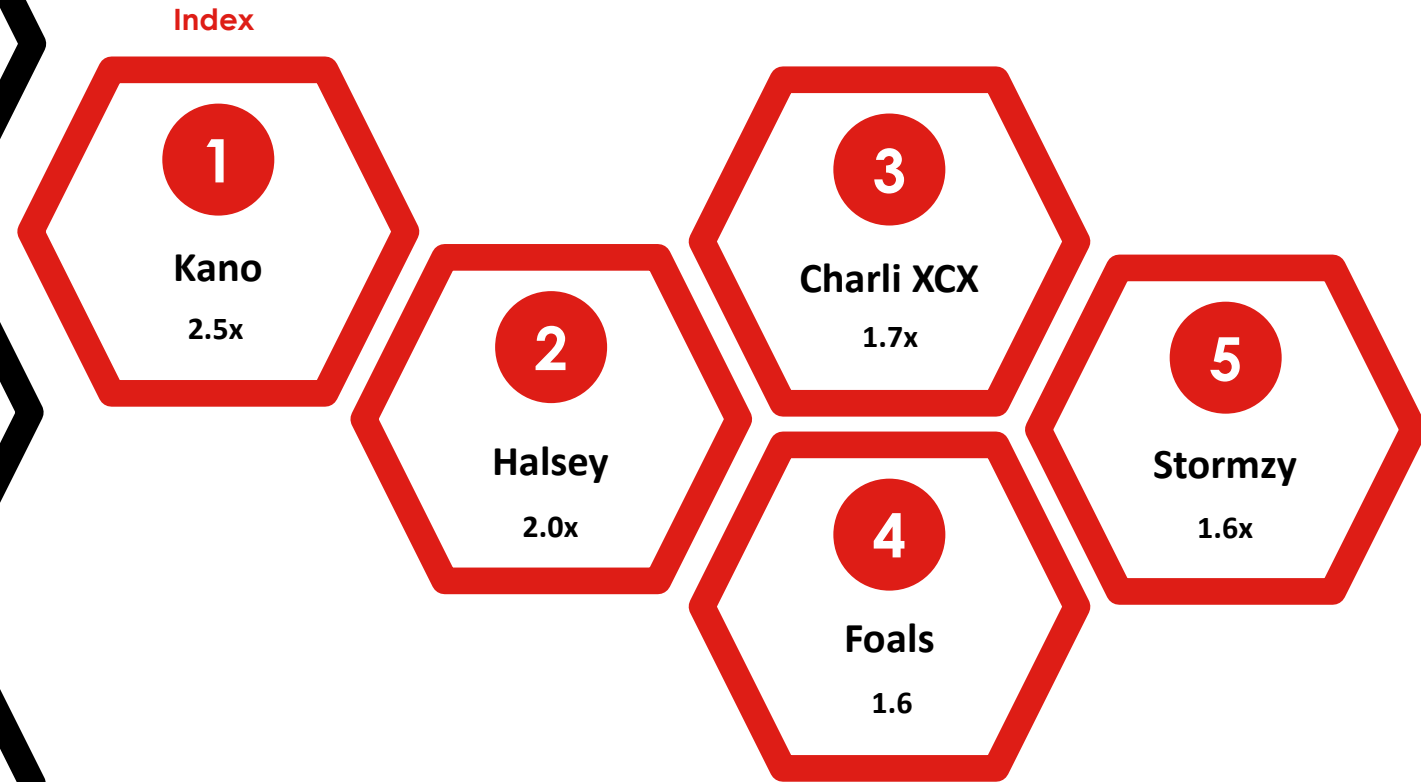


Top Music Artists

A higher percentage of Assassins Creed players 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