

Brand Report



CONVERSE

United Kingdom
October 2020





This report is a snapshot of the **Converse consumers in the United Kingdom. We take a 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**



Key Takeaways



Two thirds of Converse consumers are female. When we look at the AP DNA Segment affinities the closest matched DNA Segments for Converse include Fast Fashionistas, Prestige Purchases & Yummy Mummies.

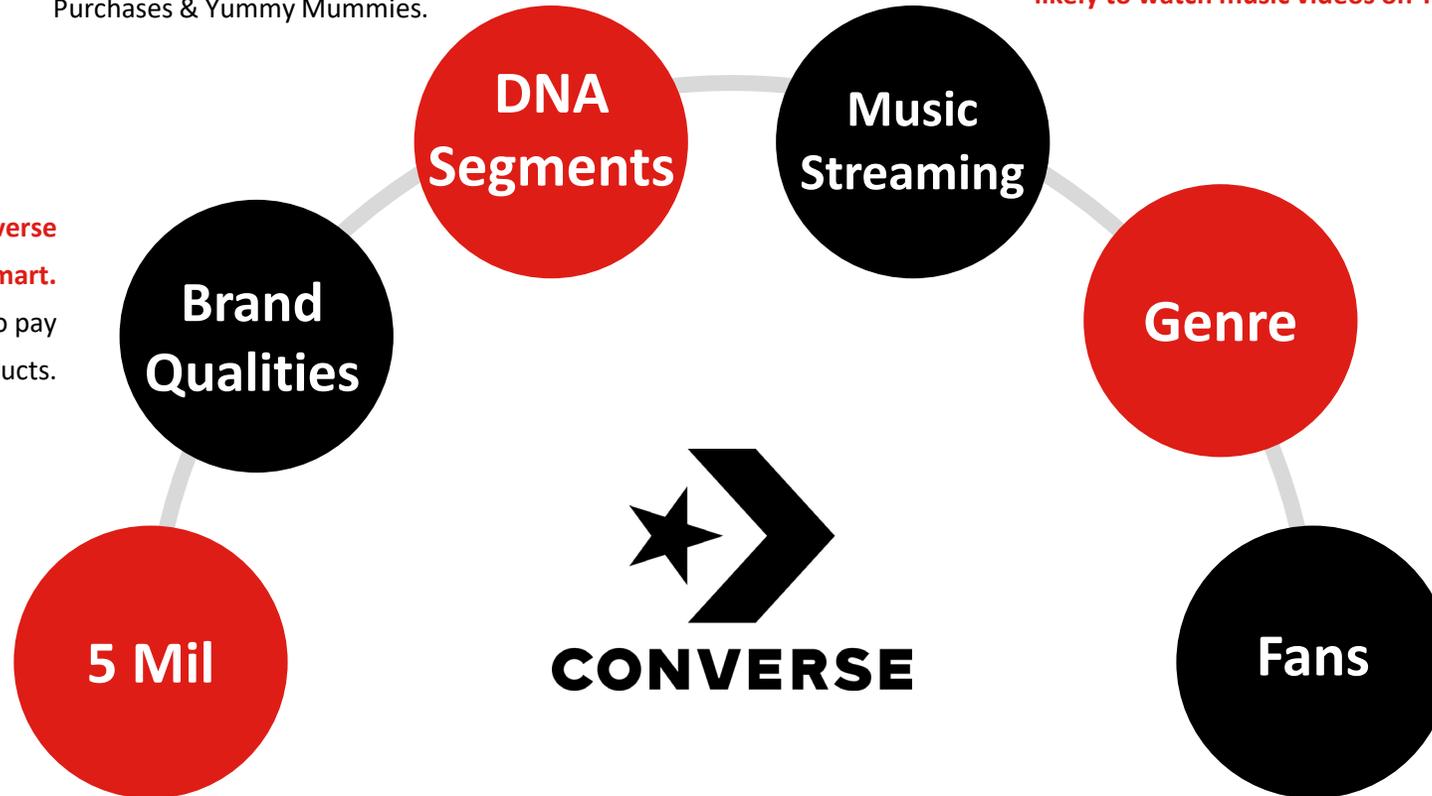
54% of Converse consumers stream music. Their preferred streaming platforms are Spotify. **They are also 1.4x more likely to watch music videos on YouTube.**

A brand quality that appeals to a Converse consumer is Bold, Trendy/ Cool & Smart. They say they are 1.4x more likely to pay more for sustainable/ ecofriendly products.

Converse consumers enjoy listening to Indie Pop, Indie Rock & Hip-Hop (1.6x). They mainly listen to artists that are less well-known/ popular and are usually one of the first to discover new music artists.

5 million people aged 16-64 in the UK are Converse consumers.

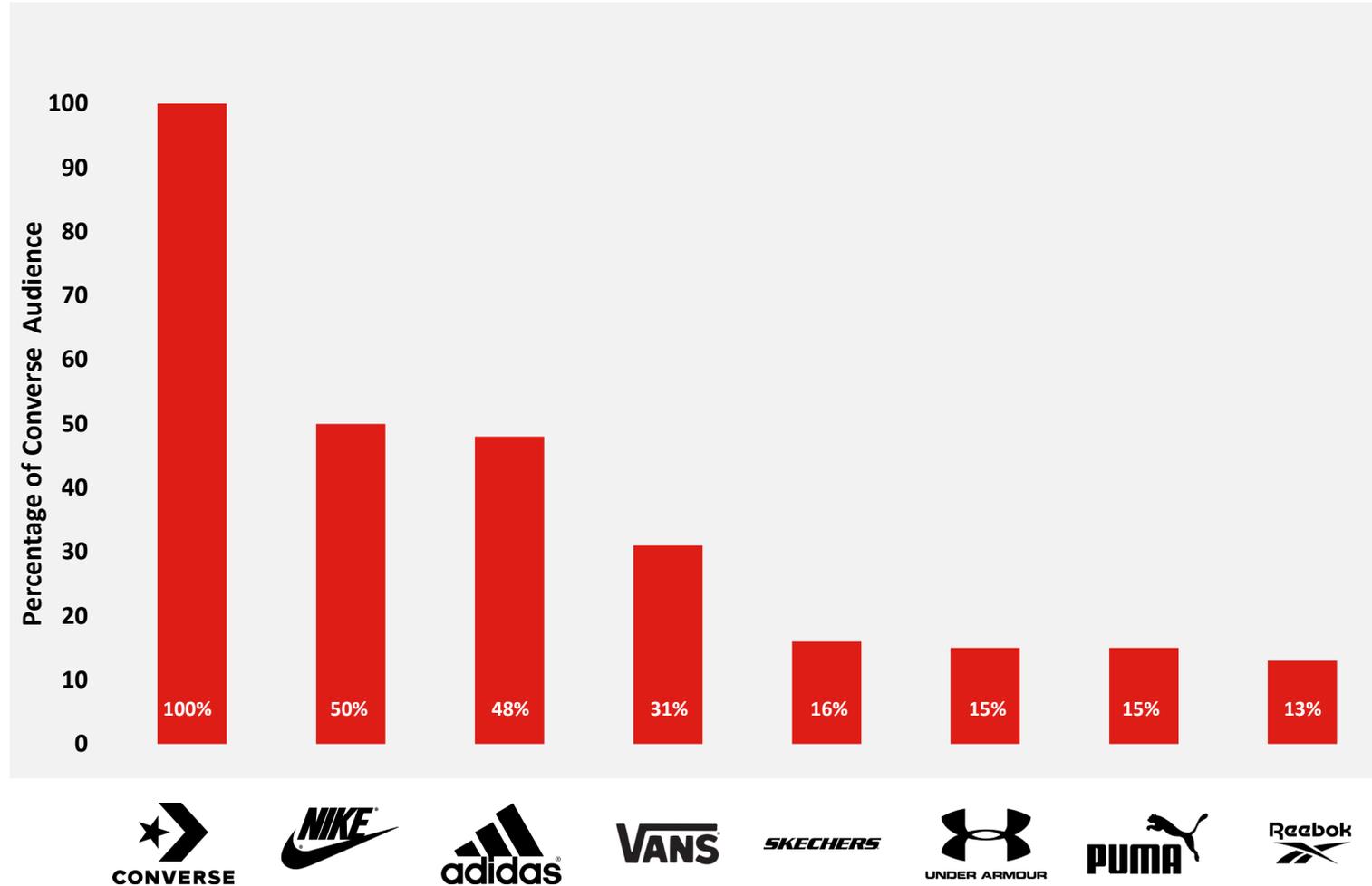
Lizzo, Charli XCX & Lana Del Rey are artists that Converse consumers are fans of more so than the general population.



Let look at the...

BRAND OVERVIEW.

Sports Brands **Overlap**

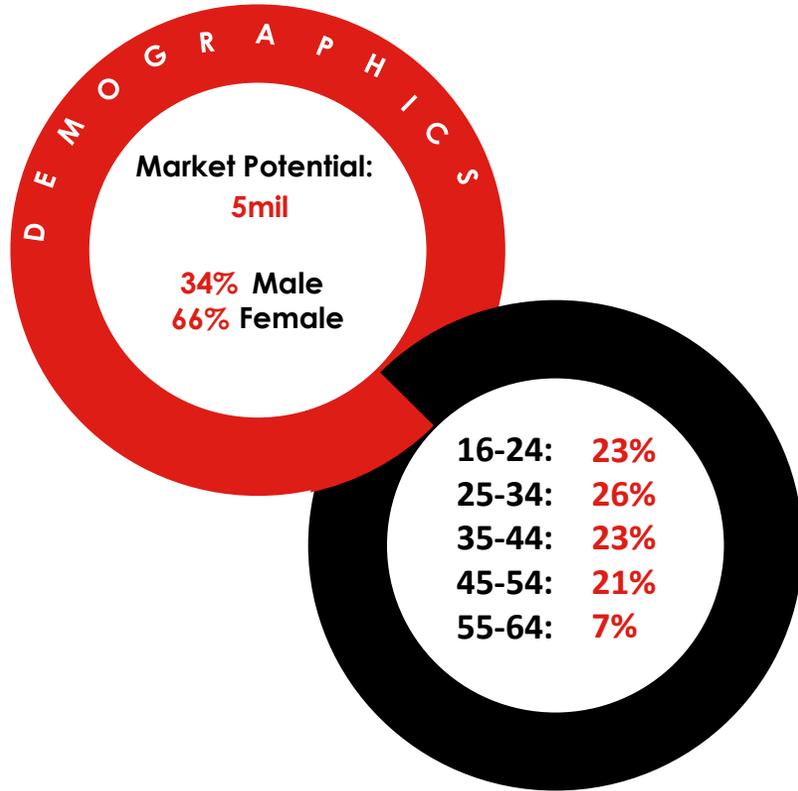


50% of Converse consumers in the UK are also **Nike** consumers.



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Converse Audience Profile



Highest Volume

London
South East
North West



Highest Propensity

Northern Scotland
Central Scotland
East Midlands



Attitudes

I feel more insecure without my mobile phone than my wallet

I would pay more for sustainable / eco-friendly products

I like to challenge and push myself to be the best I can be in life

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



Top 5 DNA Segments



Fast Fashionistas



Prestige Purchasers



Brand Buyers



Style Stalkers



Yummy Mummies

Household Income

High	31%
Medium	33%
Low	28%

High Reach Media Channels

Online on PC Laptop Tablet

TV

Online on Mobile

Traditional Radio

Social Media

They enjoy

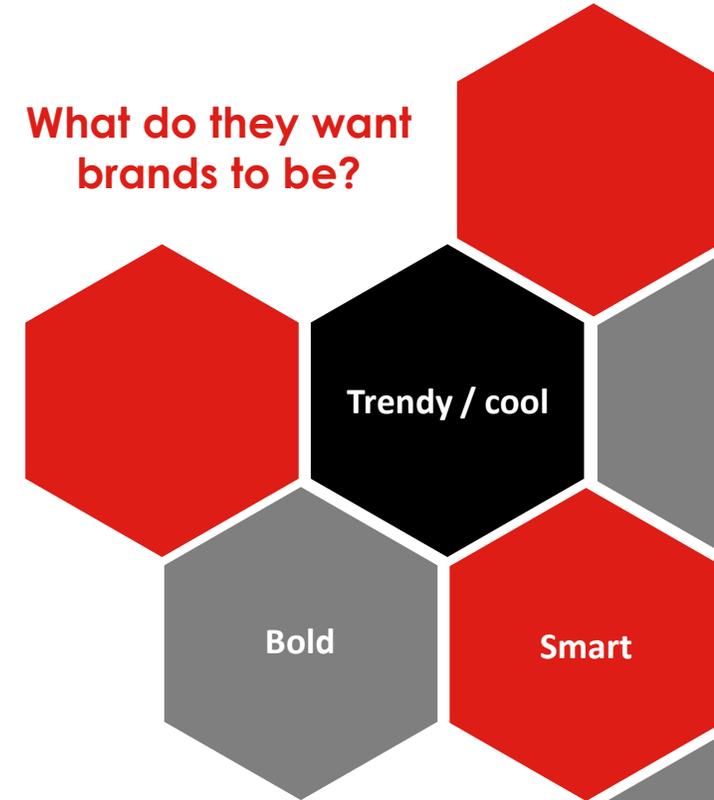
Fashion

Beauty / cosmetics

Live events

Charities / volunteering

What do they want brands to be?





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Converse Music Map



Fans of:

Lizzo	1.5x
Charli XCX	1.5x
Lana Del Rey	1.4x
Green Day	1.4x
Bruno Mars	1.3x

Genres:

Indie Pop	1.7x
Indie Rock	1.6x
Hip-Hop	1.6x
Alternative Rock	1.5x
R'n'B	1.5x

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 think they are interesting personalities (funny, smart, cool, cute, controversial) beyond their profession

Music related activities

	Reach	Index
Watched music video on YouTube	51%	1.4x
Stream Music	54%	1.3x
Attend Live Concert	23%	1.2x
Live Stream Concert or Festival	25%	1.3x
Songkick	6%	0.8x
Follow Band on Social Media	57%	1.6x

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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