

Brand Report

UGG

United Kingdom
October 2020





This report is a snapshot of the **Ugg consumer in 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**



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
Fools
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

July 2020

Sample Size

40,000

Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...
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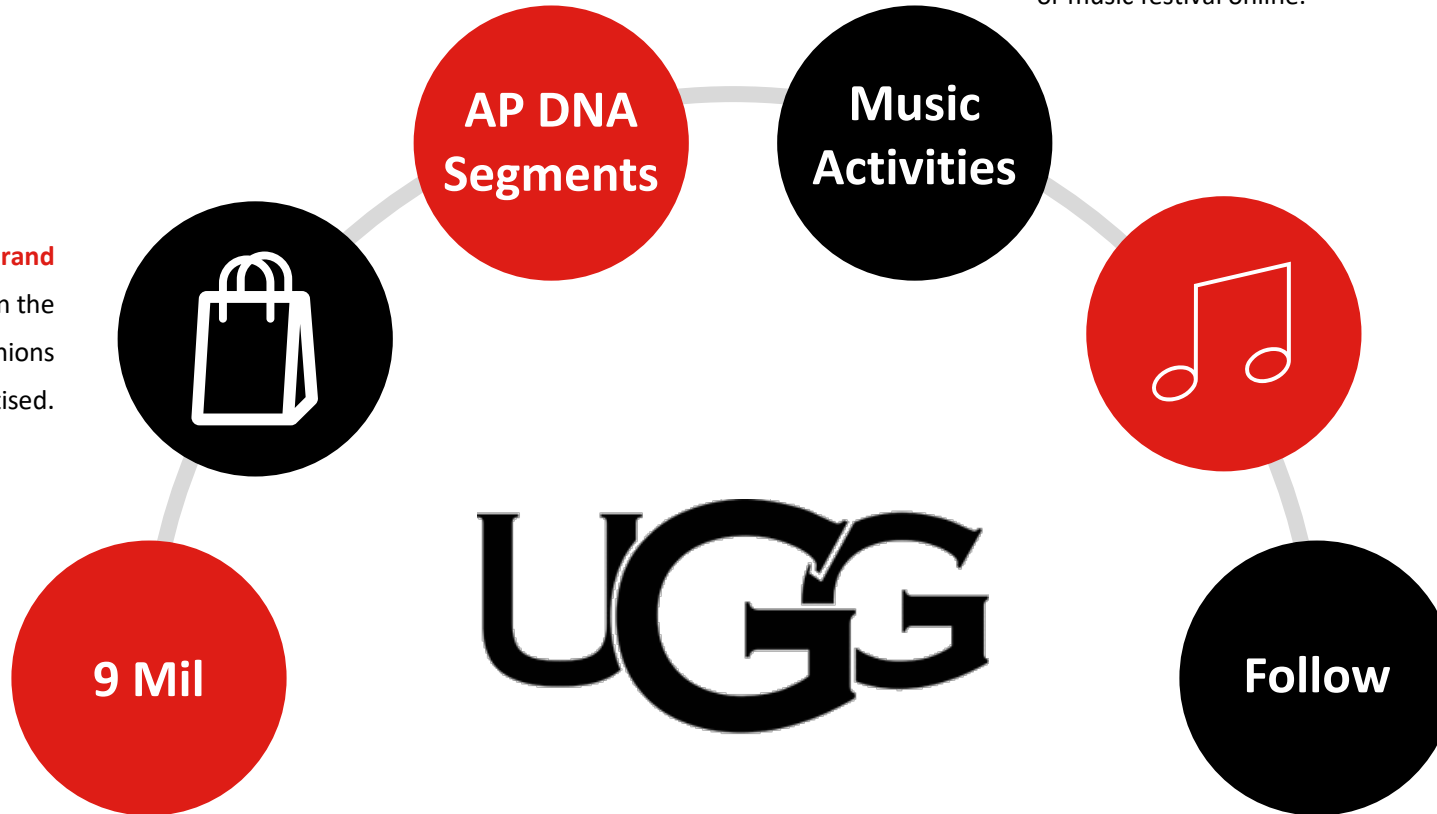
Key Takeaways

Fast Fashionistas, Easily Influenced & Style Stalkers are among the AP DNA Segments that have the highest affinity to Ugg consumers.

This audience are **2.7x more likely than the general population to use Songkick** and are also **1.8x more likely to stream a concert or music festival online.**

Funny, exclusive & trendy/cool are brand qualities that appeal to **UGG consumers** in the UK. They like to keep up with the latest fashions and tend to buy brands they see advertised.

9 Million people aged 16-64 in the UK are UGG consumers. Over 65% of the audience are female and they are likely to be under the age of 44yo.



Ugg consumers enjoy listening to R'n'B, Dance & Pop/Top 40. Over half the audience stream music regularly and are fans of Bebe Rexha, Halsey and Rudimental more so than the general population.

50% of Ugg consumers follow their favourite band/artist on social media. They follow artists as they value their opinions and trust their product or service recommendations.

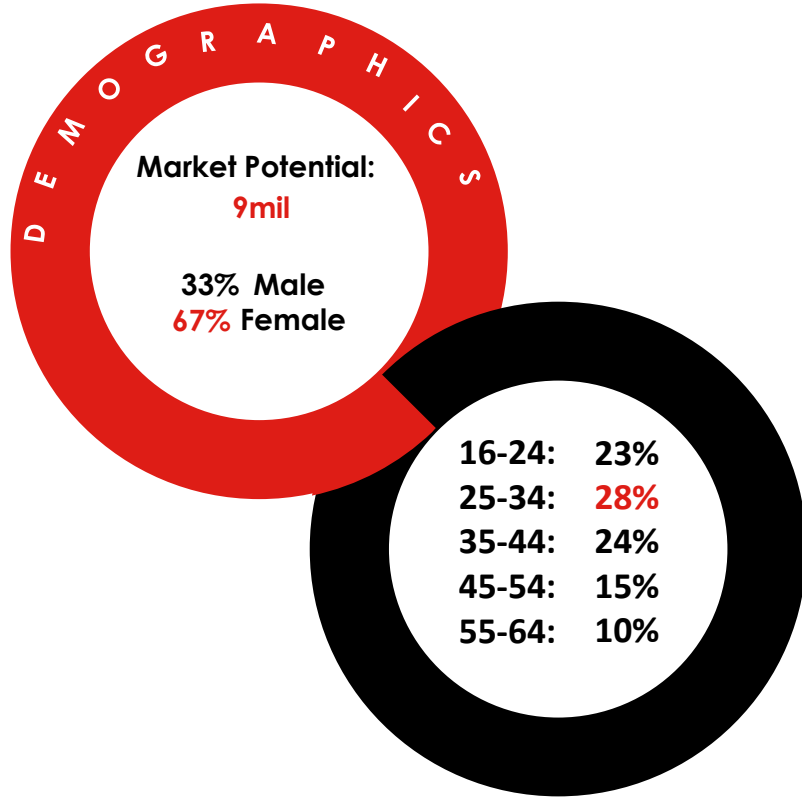
Let look at the...

BRAND OVERVIEW.



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Ugg Audience Profile



Attitudes

I feel positive about the global economy

I like to keep up with the latest fashions

I tend to buy brands I see advertised

I would consider myself to be much more affluent than the average



Top 5 DNA Segments



Fast Fashionistas



Easily Influenced



Style Stalkers



Avocado Millennials



Selfie Queens

Household Income

High	35%
Medium	34%
Low	24%

High Reach Media Channels

- TV
- Online on PC Laptop Tablet
- Online on Mobile
- Social Media
- Traditional Radio

They enjoy

- Beauty / cosmetics
- Fashion
- Reality TV
- Celebrity news / gossip

What do they want brands to be?





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Ugg Music Map



Fans of:

Bebe Rexha	1.8x
Halsey	1.7x
Rudimental	1.7x
Miley Cyrus	1.7x
Charli XCX	1.7x

Genres:

R'n'B	1.4x
Dance	1.4x
Pop / Top 40	1.2x
Disco	1.2x
Holiday / Christmas	1.2x

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 share common interests with them

Music related activities

	Reach	Index
Watched music video on YouTube	33%	0.9x
Stream Music	53%	1.4x
Attend Live Concert	31%	1.8x
Live Stream Concert or Festival	34%	1.8x
Songkick	18%	2.7x
Follow Band on Social Media	50%	1.5x

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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