

## Brand Report

# ASOS

United Kingdom | October 2020





**This report is a snapshot of the **ASOS 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 ...  
[Laura@audienceprecision.com](mailto:Laura@audienceprecision.com)

# Key Takeaways

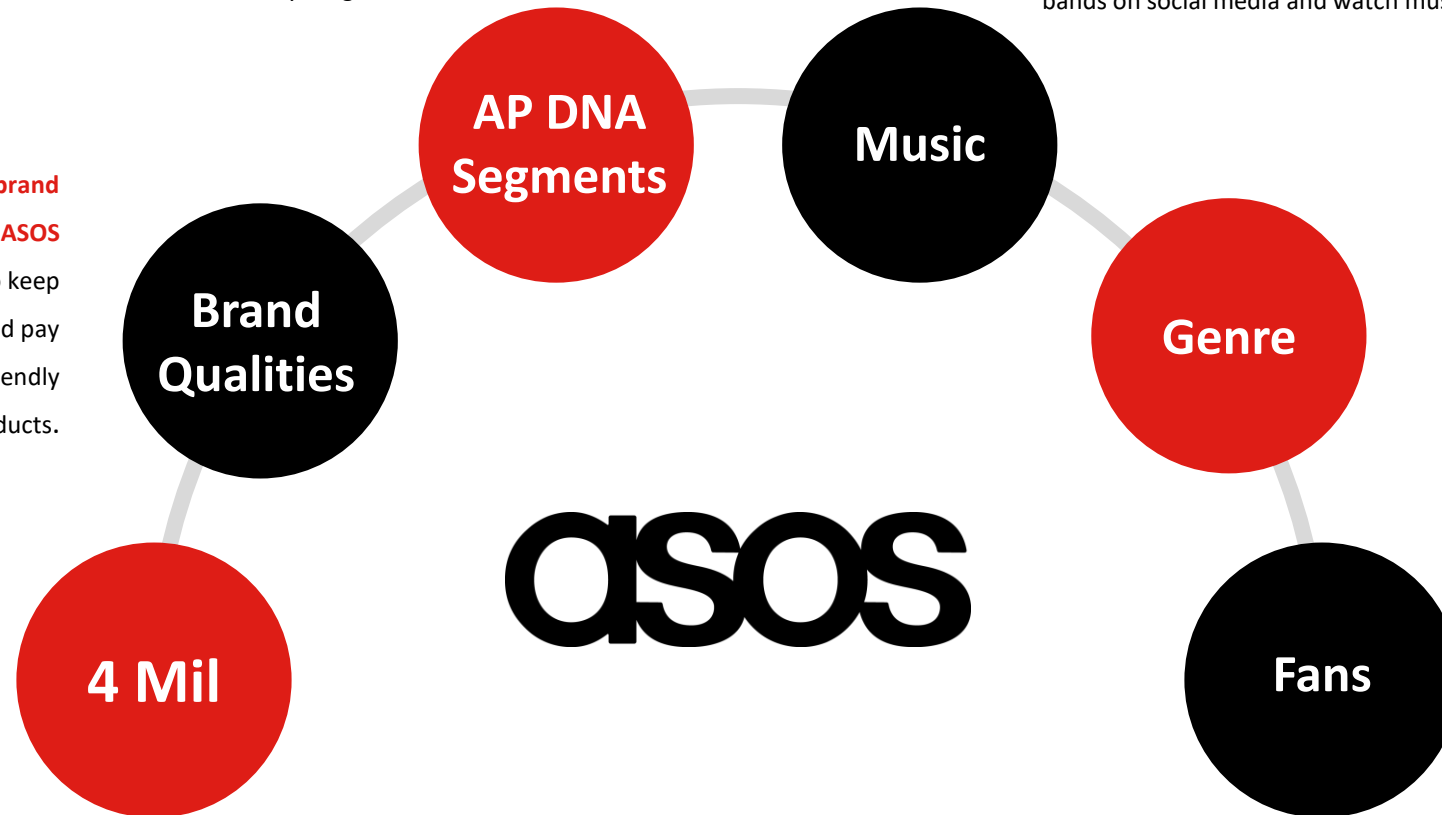
**ASOS' audience is progressive and open minded, reflected via their AP DNA Segments.** They are likely to identify with Fast Fashionistas, Zoomers, Style Stalkers, Driven Youth, and young rebels.

**ASOS consumers are 1.7x more likely to use Songkick.**

67% of this audience are music streamers, and over half follow bands on social media and watch music videos on YouTube.

**Young, trendy/cool and bold are brand qualities that will draw in an ASOS consumer.** These audiences like to keep up with the latest fashions and would pay more for sustainable/eco-friendly products.

**4 Million people aged 16-64 in the UK are ASOS customers.** This audience skews female (62%). Their age does vary; however the highest reaching age group is 16-34 making up 73% of their consumers. London is a sweet spot for both reach and propensity.



**Rap, Hip Hop, RnB, House and Indie Pop are the preferred music genres for these consumers.** They mainly listen to artists less well known/popular and state they are the first to discover new artists.

**Cardi B, Lizzo, and Royal Blood**

Are artists that these consumers are fans of, more so than the general population.

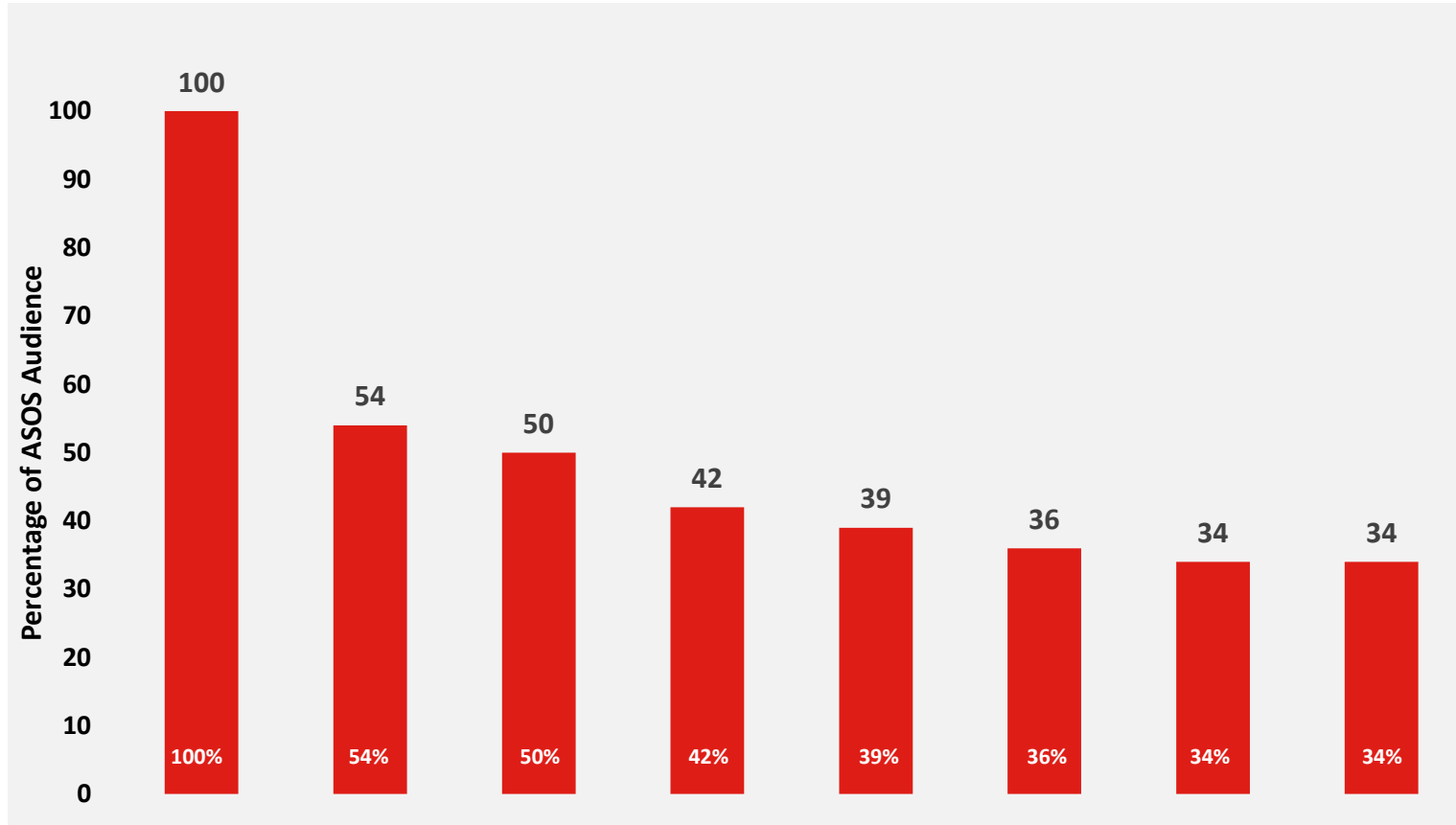
Let look at the...

# BRAND OVERVIEW.



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# Retailers Brand Overlap



42% of those who shop at ASOS also shop at H&M

ASOS



PRIMARK



Superdrug



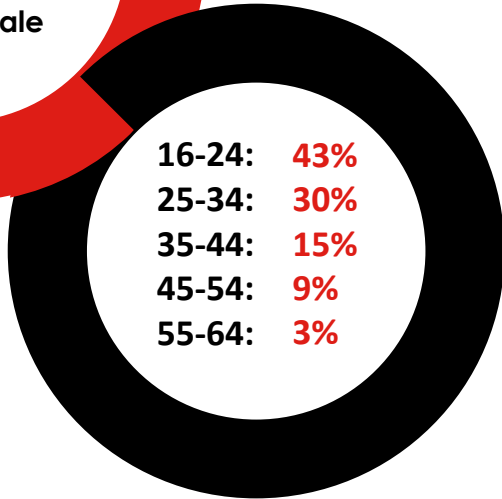
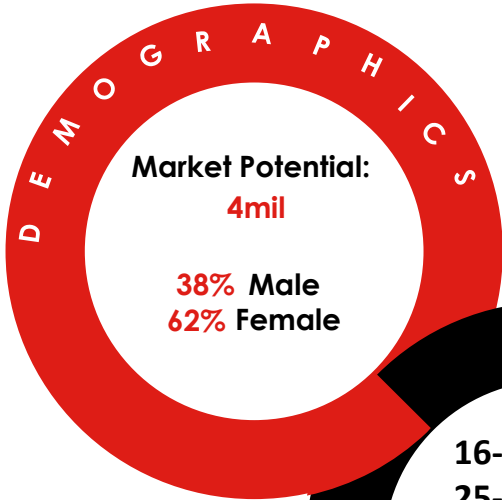
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MARKS & SPENCER



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# ASOS Audience Profile



## Attitudes

I would pay more for sustainable / eco-friendly products

I like to keep up with the latest fashions

I feel more insecure without my mobile phone than my wallet

I am very career oriented



## Top 5 DNA Segments



Fast Fashionistas



Zoomers



Style Stalkers

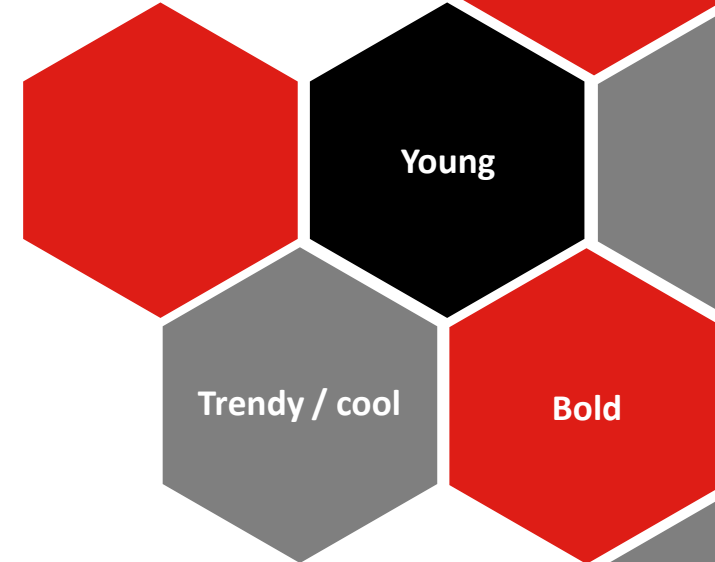


Driven Youth



Young Rebels

## What do they want brands to be?



## Household Income

High	33%
Medium	31%
Low	25%

## High Reach Media Channels

- Online on PC Laptop Tablet
- Online on Mobile
- Social Media
- TV
- Music Streaming

## They enjoy

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



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# ASOS Music Map



Fans of:

Cardi B	2.0x
Lizzo	1.9x
Royal Blood	1.8x
Charli XCX	1.7x
Lana Del Rey	1.6x

Genres:

Rap	2.0x
Hip-Hop	2.0x
R'n'B	1.7x
House	1.7x
Indie Pop	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 love getting a peek into their personal lives

## Music related activities

	Reach	Index
Watched music video on YouTube	52%	1.3x
Stream Music	67%	1.6x
Attend Live Concert	26%	1.5x
Live Stream Concert or Festival	31%	1.6x
Songkick	11%	1.7x
Follow Band on Social Media	56%	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.





*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  
[APinsights@audienceprecision.com](mailto:APinsights@audienceprecision.com)