

Kev – Pub league team mates

Communications Plan

Kev, 40, lives with his long-term partner and step-son, working as a self-employed plumber. In between jobs he may visit the bookies or grab a swift half at the pub.

On Saturday mornings Kev trains with the pub football team, and sometimes makes the Sunday side – although he's struggling more and more to keep up with the lads in the team. Evenings and weekends often see him down the pub, smoking, drinking and watching sport, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts at the pub.

19% of people like Kev do sport for 30 minutes 3 times a week.

Key messages

Kev likes football, darts, karate, snooker, weight training, fishing, boxing, pool, tenpin bowling and cricket.

He is most likely to do sport in order to:

1. Improve performance
2. Take part in competition
3. Just enjoy it
4. Meet with friends
5. Take children
6. Keep fit

Decision-making style

He is very inquiring, meaning that he likes information and has an open attitude to new ideas. He is also experiential, meaning that he is motivated by the search for entertainment and experience.

He relates most strongly to the following ideas:

- Down to earth
- Value/cheap
- Dependable
- Uncomplicated
- Jargon free
- Plain
- Traditional
- Mass market
- Not gimmick-led
- Unpretentious

Kev

Age 36-45

Married/ single
May have children

Vocational

He likes brands such as:



Communications channels

In order to get a response from Kev use:

1. post
2. internet
3. email

Don't use:

1. newspaper
2. magazine

He will probably respond via the internet (to get more information)

Kev gets his information via

1. text messages
2. national newspapers
3. interactive TV

He prefers to make her purchases via:

1. face-to-face

Other info

Communications must be informative and entertaining.