

Tim – Settling Down Male

Communications Plan

Tim is 33 and works in IT. He lives with his wife Lorna, in a semi-detached house in the desirable suburbs. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months.

Tim loves sport. Since his job got busier he doesn't do as much as he used to, but he still manages trips to the gym, most weekends at the canoe club and the odd mid-week game of squash. He hopes things won't change too much when the baby comes, but he knows they may not be able to enjoy such regular snowboarding holidays in the future.

32% of people like Tim do sport for 30 minutes 3 times a week.

Key messages

Tim likes canoeing, skiing, hockey, golf, weight-training, cycling, climbing and squash.

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

Entertainment and life experience are key driving factors in his decisions. He also loves technology and finding out information before making decisions.

He relates most strongly to:

- Eye-catching
- Practical
- Informative
- Connected
- Home
- Quality
- Post-modernist
- Authentic
- Entertaining

Tim

Age 26-35
Single/Married
May have children
Professional

He likes brands such as:



Communications channels

In order to get a response from Tim use:

1. internet
2. email

Don't use:

1. post
2. newspaper

He will probably respond via the internet or email in order to get more information.

Tim gets his information via

1. internet
2. telephone
3. text message
4. interactive TV

He prefers to make his purchases via:

1. mobile
2. internet
3. land-line

Other info

Communications should be entertaining, eye-catching and cutting edge.