



LIVE LIFE TO THE FULL ADULTS

CUSTOMER SEGMENT

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WHO ARE THEY?

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LIVE LIFE TO THE FULL ADULTS

AT A GLANCE

This group are money and success-orientated adults who want to experience enjoyable and exciting time with their friends before settling down and having a family.



MOTIVATIONS

- Personal **APPEARANCE** is important to this gym visiting group
- **MONEY** is the way they project their **SUCCESS**
- They want **ENJOYABLE** and **EXCITING** experiences which will look great on their social media feeds
- Because they work hard, they want **FUSS-FREE** holidays, where they can **RELAX** and so are open to paying for enhanced services such as room **UPGRADES** and **PREMIER** access
- They are happy to spend their hard-earned money on **FINE DINING** in the best restaurants

AFFINITY WITH DISNEY

These adults like new Disney brands brands such as Marvel and Star Wars

EXAMPLE PRODUCTS AND SERVICES

- Bars – they don't have children
- Star Wars Hyper Space mountain ride
- Stay at the 4 star New York Hotel with its cool metropolitan vibe
- Purchase some top-end Marvel artwork for their apartment



PROFILE

- 24–34 years old
- No children



MEDIA HABITS

- Heavy internet users
- Watch less TV than average
- More likely to go to the cinema and enjoy comedies, action and adventure
- Read less print media



KEYWORDS

- Success
- Image