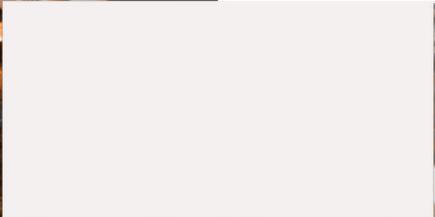
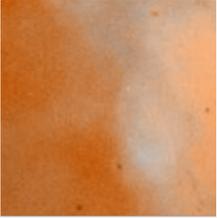
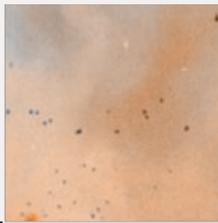


audience  
spectrum

MOTIVATION  
GUIDE

# Experience Seekers





## Highly active, diverse, social and ambitious regular and eclectic arts engagers.

3 / 10

**Ranked third for engagement**

9%

**of UK Population**

An important and significant part of urban arts audiences, these highly active, diverse, social and ambitious singles and couples are younger people engaging with the arts on a regular basis. Students, recent graduates and in the early to mid-stages of their careers, they live close to city centres, have easy access to and attend a wide variety of arts, museums galleries and heritage. Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives. They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships and frequent visits to cafes, bars and restaurants. Digitally savvy, they will share experiences extensively through social media apps on the go.

Experience Seekers can be further segmented into these subsegments:



E1

Socially minded mid-life professionals with varied artistic tastes.



E2

Students and graduates with adventurous attitudes in diverse urban areas.

**Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Experience Seekers in your organisation...**

## MAIN MOTIVATIONS

Being 'seen' to be attending and part of unique experiences and events

Making and creating fresh opportunities

Staying ahead and setting trends for popular and 'arty' work

Imparting knowledge on art, heritage and culture to like-minded peers

Supporting art that they perceive to have social impact or be cause-led



E2

E2s are the most likely group to attend 'for academic reasons', or 'to do something new and different'



E1

E1s tend towards musicals, general entertainment, music and child/family-friendly work

## ALIGNED VALUES

Accessibility and inclusivity

Community led 'hands on' projects

Eco friendly products and ethos

Current affairs and politically informed programming

## WAYS TO REACH

Google Ads, and strong SEO to lead them to your website

Highly targeted e-newsletter



E2

E2s are very active 'behind the scenes' on TikTok, Twitter, Instagram, and YouTube

Lamppost banners, bus stop and rail ads

Flyers and posters at local arts events and in community magazines.

Mentions on key podcasts, in The Guardian, Independent, and Radio 6



**The Guardian**

The  INDEPENDENT

**BBC RADIO 6 MUSIC**

## PROGRAMME PULLS

Latest 'must see', 'award winning' shows

Culturally specific festivals, from jazz to contemporary dance

Public art and outdoor events, including circus, festivals and exhibitions



E1

E1s are also drawn to family-friendly events or workshops

## ADDED EXTRAS

Thematic pre-show drinks and experiences, at a trendy social venue

Instagram walls and photo ops

Ticket combo deals, short-time offers and café loyalty cards

Book signings and artworks for sale

Cafés with sustainable materials, locally sourced produce, and good coffee

## WAYS THEY SUPPORT

Contactless donation boxes

Museum project fundraising (£20-£50)

First-in-line style membership, or access to unique events

Short-term volunteering at festivals or project-based programmes

## REACH

## INTEREST

## ACTIVATE

## COLLABORATE

Create targeted newsletters promoting unique events

Create interactive outdoor posters with QR codes

Target areas with high levels of Experience Seekers with geotagged Instagram content

Offer loyalty card schemes for food and drinks at cafés and bars

Create interactive content on your website

Send pre-show reminders to share experiences on social media and tag the venue, organisation, creatives, etc

Target with a membership that provides priority booking and access to exclusive events

Create Instagram walls in your bars and foyers

Invite them to a press night, private view, or launch event

Invite to a join a backstage tour or attend an open day

Create interactive polls on Instagram, Twitter and TikTok

Target them for a low-mid-level donations via a crowdfunder and/or buy-to-donate scheme

Share and tag their content from local artists, bands, makers, grassroots venues, etc

Invite local vloggers, bloggers, and influencers to post reviews of or responses to your recent programming

Target for short-term involvement, like festival volunteering, and encourage them to tag friends and family who might be interested

Target on Instagram with community engagement and social responsibility posts, and encourage them to share, e.g. going plastic-free in your café

# Interested in more?

Find out more about Audience Spectrum, Experience Seekers, and its subsegments on The Audience Agency site

[Read more about Experience Seekers and its subsegments >](#)

## Want some help with this?

We have Audience Spectrum Persona Workshops available where we'll work with you to explore the segments most prevalent in your own audiences and how to apply this knowledge to your day to day work.

[Find out about Persona Workshops and our other Audience Spectrum Enhancements >](#)

Have a success story about working with Experience Seekers you'd like to share?

Get in touch at:

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