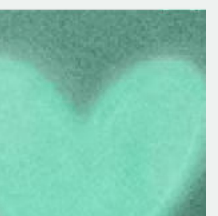
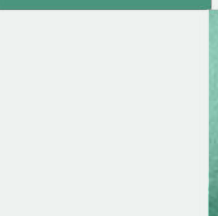
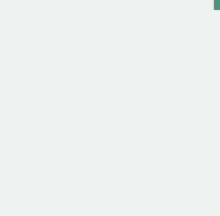
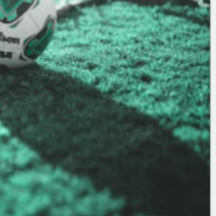
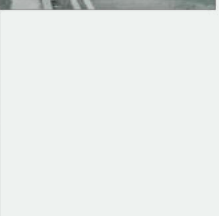
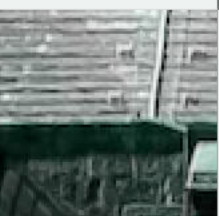
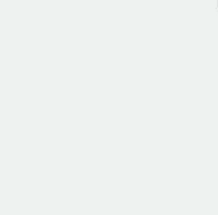
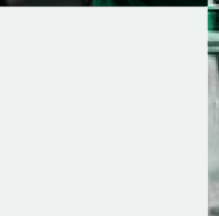
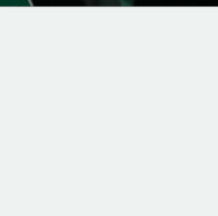
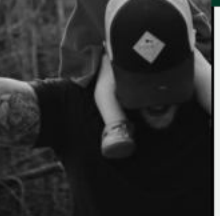
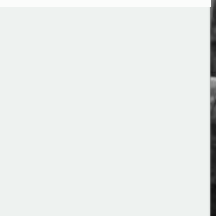
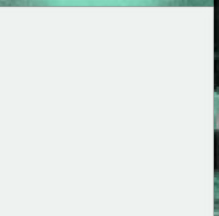
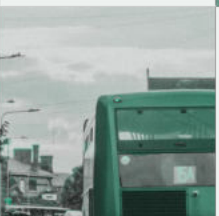
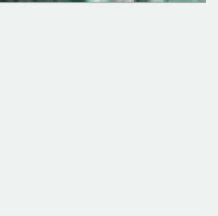
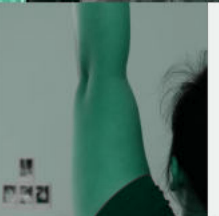
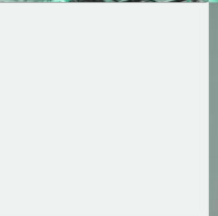
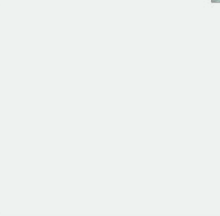
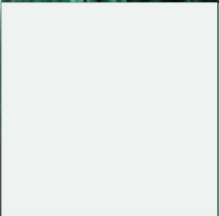
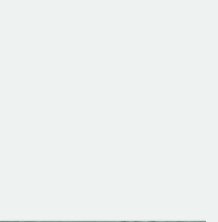
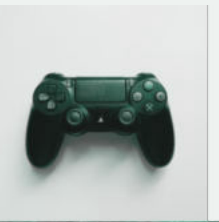
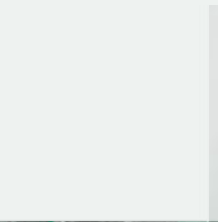
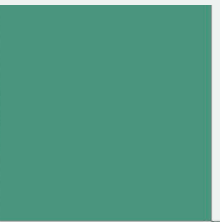
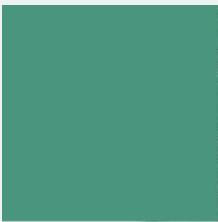
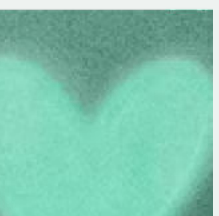
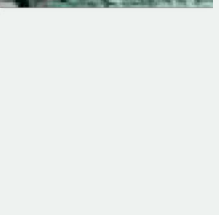
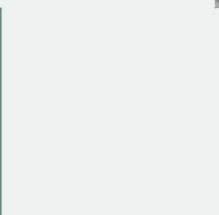
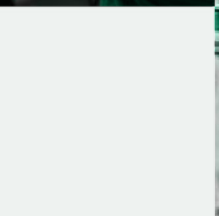
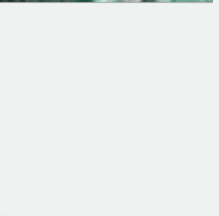
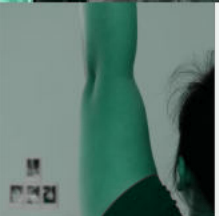
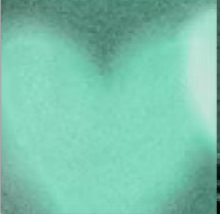
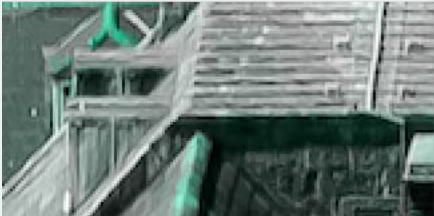


audience
spectrum

MOTIVATION
GUIDE

Frontline Families





Frugal, semi-urban renting families, light on arts and culture but heavy on community.

8 / 10

Ranked eighth for engagement

12%

of UK Population

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. They are the least likely to think of themselves as arty, with less than a third believing that arts, culture and heritage are important in general. Nevertheless, they do engage in leisure activities as families, particularly mainstream events like cinema, live music and pantomime, and will participate in community-based entertainment opportunities.

Frontline Families can be further segmented into these subsegments:



F1

Older families, getting by despite challenges.



F2

Younger, cash-strapped families and couples starting out.

Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Frontline Families with your organisation...

MAIN MOTIVATIONS

Spend time with their children

Make memories with loved ones and share with friends

Catch up in local inexpensive cafés and free community spaces

Do something fun and entertaining without overspending

ALIGNED VALUES

Unpretentious and 'down to earth'

Family first traditions and fun

Good night out and value for money

Community led and representative

WAYS TO REACH

Tiktok videos, Instagram reels, Facebook posts, YouTube, and Snapchat



F2s lean towards Instagram, compared with F1s who are more Facebook forward

School book bag flyering

The Sun, Daily Mirror, Local Daily newspaper ads



Targeted 'family friendly' and free events newsletter

Local market and supermarket stalls

Partnering with local community groups and spaces

PROGRAMME PULLS

Free outdoor festivals, fun days and community led events



F1

F1s are more likely to book fun 'family tradition' annual experiences, like pantomimes

Low-cost family drop-in workshops (£2-£5)

Commercial family theatre, especially adapted from books, TV shows or films



F1

F1s spend a lot of time gaming, and are more likely to make use of VR/AR than F2s

Mainstream cinema offers like 'Wild Wednesday' low cost screenings

Musicals and sing-along screenings

ADDED EXTRAS

Family tickets, and combo travel and entry ticket offers

2for1 tickets to more commercial popular culture events

Accessible spaces for buggies, and well maintained changing facilities

Allocation of tickets for entry or events for unemployed people

Partnering with local hotels and B&Bs hotels for staycation holiday deals

Low-cost kids meals or snack packs, and soft play areas, colouring sheets in café

WAYS THEY SUPPORT

Contactless donation boxes

Option to donate at the point of ticket purchase, around the £5 mark

Donations to youth theatres, groups or schemes that their children or family are involved in.

Volunteer for one-off community days and local events

REACH

INTEREST

ACTIVATE

COLLABORATE

Create targeted newsletters highlighting free family events

Partner with local community centres and distribute flyers in popular neighbourhood spots

Target areas with high levels of Frontline families with TikTok and Instagram videos

Partner with your local council's communities team to provide subsidised tickets and easier access to low-income families

Create interactive TikTok content for them to share with and tag peers

Send pre-show reminders to share experiences on social media and tag your venue or organisation

Target with a membership that provides discounts

Promote free, warm spaces to work and bring children, with soft play areas

Partner with local community group leaders to share your content with their regulars

Invite to a free open day or family fun day

Have stars of pantomimes and family shows do Instagram and TikTok takeovers and live Q&As

Invite them to attend pre-show VIP events for family performances in which their children are participating

Target them for a low one-off donation (£3-£5) after visiting for a family day out

Share and tag content from local community groups, choirs, and local traditional arts and crafts makers

Work with local community partners to take work to their community halls and create smaller introductory events to the programme offsite

Target for short term or Saturday school volunteering

Encourage followers to share relevant content to their Facebook and WhatsApp groups for free family events

Interested in more?

Find out more about Audience Spectrum, Frontline Families, and its subsegments on The Audience Agency site

[Read more about Frontline Families 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 Frontline Families you'd like to share?

Get in touch at:
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