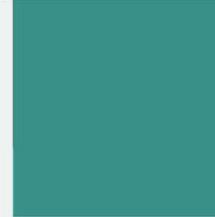
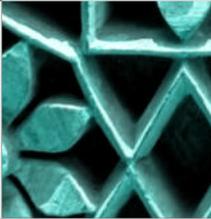
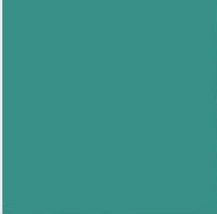
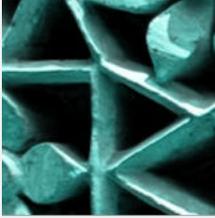
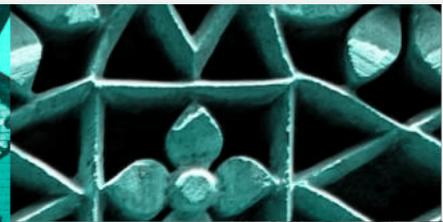


audience
spectrum

MOTIVATION
GUIDE

Kaleidoscope Creativity





Mixed age urban low engagers preferring free, local, culturally specific arts and festivals.



Ranked ninth for engagement



9% of UK Population

These ethnically diverse, inner-city dwellers often live in local authority housing close to a lot of cultural provision, but don't tend to engage, as low education, employment and income all act as barriers to access. Some do consider themselves 'arty' though, so community-led, local co-creation can be key to engagement, and culturally specific festivals, street arts, and live music, beyond the western mainstream and outside of traditional venues, all tend to be more popular.

Kaleidoscope Creativity can be further segmented into these subsegments:



K1

Settled and diverse urban communities.



K2

Hard-pressed singles in city tower blocks.

Explore our motivation map and engagement phases on the following pages to discover more about how you can engage Kaleidoscope Creativity in your organisation...

MAIN MOTIVATIONS

Doing something fun that's free and easy to access

Having an artistic outlet and sharing creative passions with peers

Getting together with friends and family for a 'night out'

Sharing annual celebrations with loved ones and friends

ALIGNED VALUES

Representation is important

Community is key

Creating art, music and work that reflects us in familiar beloved spaces

WAYS TO REACH

Partnering with community advocates to reach local groups

Bus advertising for specific festival based or outdoor events



K2

K2s are more digitally engaged than K1s

Partnerships with locally frequented retail outlets to sponsor events

Community fair or market stall pitches in their immediate locale

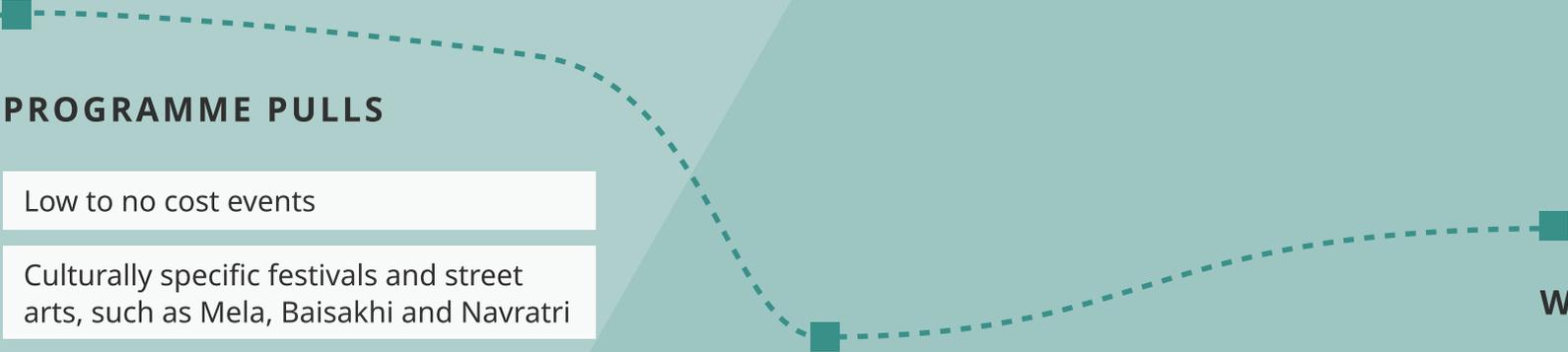
Video led snappy content on YouTube, TikTok, Instagram, and Facebook

Connecting with your Local Authority's communities team to meet local leaders and potential ambassadors

Posters and brochure distributed in community centres and meeting hubs

Ads and editorial in tabloid newspapers, particularly The Metro and The Sun





PROGRAMME PULLS

Low to no cost events

Culturally specific festivals and street arts, such as Mela, Baisakhi and Navratri

Live music, outside of the western mainstream, e.g. soul, hip-hop and RnB

Community-led, local co-creation work, in community spaces known to them

Try highlighting beat poetry, spoken word events and open mic nights

Free learning opportunities such as music production classes and tutorials

Low cost mainstream cinema, especially 'Wild Wednesday' type deals

ADDED EXTRAS

Bus and Ticket combos, or free coaches for specific events

Package deals for the 'whole experience'

A welcoming bar or café with adequate seating and access

Group offers, or bring a friend for free

Use of free spaces to meet with groups on a regular basis

WAYS THEY SUPPORT

Volunteer as a community rep for a town / city wide festival

Donation at point of ticket purchase, around the £2 mark

Volunteer for one-off craft fair day

Potential donation via gift schemes, if local crafts are being championed

REACH

INTEREST

ACTIVATE

COLLABORATE

Advertise on local bus routes in areas hosting outdoor festivals

Partner with local community centres, churches and halls to put up print flyers and posters

Target areas with high levels of Kaleidoscope Creativity with local 'behind the scenes' and community led video content

Partner with community groups to host events on site

Create social-media video content with local dance groups, artists or musicians

Offer space for local groups to meet and create, perhaps in a weekday free space

Target to volunteer for music events or outdoor festivals

Programme relevant strands of work with low to no cost

Partner with local retailers well known to community groups for co-promotions

Invite to join a one-day festival events committee

Invite to facilitate and run workshops for specific strands of work not currently covered

Create a community exhibition space, for an annual open exhibit of local artwork, where work can be purchased

Target them for a low cash donation via a social media campaign

Invite to join as ambassadors, community programmers, trustees, or sub committee members

Share and tag content from local community groups, choirs, and churches, as part of community highlights

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

Encourage followers to share community led content, especially video, to their community groups and friends

Interested in more?

Find out more about Audience Spectrum, Kaleidoscope Creativity, and its subsegments on The Audience Agency site

[Read more about Kaleidoscope Creativity 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 Kaleidoscope Creativity you'd like to share?

Get in touch at:

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theaudienceagency.org