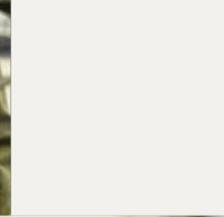


audience
spectrum

MOTIVATION
GUIDE

Trips & Treats





Mainstream arts and popular culture fans influenced by children, family and friends.

5 / 10

Ranked fifth for engagement

14%

of UK Population

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

Trips & Treats can be further segmented into these subsegments:



T1

Modern young families,
building a future



T2

Settled families with
established lifestyles.

Explore our Motivation Map and engagement phases on the following pages to discover more about how you can engage Trips & Treats in your organisation...

MAIN MOTIVATIONS

Something that we can enjoy together with our family and friends

Something that the majority of the children in our group are either interested in, or passionate about

Something the children can benefit and learn from, whilst having fun

Something we can do that is within budget and good value for money

ALIGNED VALUES

Quality time with family is about making memories and having fun

Young people accessing and enjoying arts, heritage and culture is important for their development

Accessibility, fun and good value for money are all essential

WAYS TO REACH

Clear, informative and regularly updated website listings pages

Local Facebook and WhatsApp groups focused on engaging parents



T1

Achieve T1 wider reach with T1s specifically, via Instagram, TikTok, and Facebook

No fuss newsletters with clear details and bookings options

Targeted e-shots, door drops and posted 'family fun' guides

Street advertising, lamppost banners, bus stop and rail ads

Local newspapers and radio, as well as a range of tabloids, most prominently The Sun and The Daily Mail



Posters and brochures in children centres, libraries, scout/guide huts

School partnerships, like featuring in book bags and on poster boards

Events, workshops and showcases at local schools

PROGRAMME PULLS

Free family fun days and drop in workshops for younger children

Mainstream popular culture events, plus children's books transfers, and musicals

Pantomime and family traditions, music events, and circus attractions

Talks or signings from sporting heroes

Local classes being held at your venue, such as dance, Zumba, and yoga



T2

T2s are especially open to mainstream music, musicals, and familiar plays



T1

Whereas T1s' attention will be more caught by family shows

ADDED EXTRAS

Restaurant partnership packages with nearby chains and family favourites

Family packages, meal + entry deals, coupons, and group discounts

Free drink and snack with each ticket

Child friendly menu choices

Small, inexpensive trinkets and toys in gift shops and kiosks for children to buy

Interactive and play-friendly areas incorporated into displays

Good parking facilities and security

WAYS THEY SUPPORT

Open to sign up for Smile as regular Amazon users

Mid to high level (£50>£90) one off donations at annual events

Event or activity specific volunteering, especially for family events

Donations to children's programmes or education facilities (>£20)

REACH

INTEREST

ACTIVATE

COLLABORATE

Create clear, outdoor based campaigns with repetitive and brand enforcing content

Create partnership deals with nearby restaurants that offer family friendly dining

Secure annual deals with local newspapers and radio stations to keep in their 'view'

Target with programme based newsletters, leading with family and inclusive events

Target participants in specific local Facebook groups focused on family and children

Invite parents to attend a youth club or youth theatre tester session with their children

Target with a membership that provides family discounts and package 'outing'

Door drop a family events specific guide for the upcoming season, in areas with high numbers of Trips and Treats

Invite to a free family fun day with workshops

Encourage them to highlight the chance to join a youth board to their older children

Invite parents to share offers, days and event to their school WhatsApp groups

Approach them for a low donation to support children's theatre, youth programmes or educational spaces

Invite parents and older children to write blogs, reviews and articles about the events and exhibitions they attend

Invite to become a school links ambassador, supporting communications between schools and your venue

Request fundraising volunteers to support the launch of a new creation space or youth programme

Offer to bring a presentation, workshop, season launch, or similar to their community hall, child's youth group or school

Interested in more?

Find out more about Audience Spectrum, Trips & Treats, and its subsegments on The Audience Agency site

[Read more about Trips & Treats 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 Trips & Treats you'd like to share?

Get in touch at:

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