

SUMMER 2024



**COLLECTION OF
CUSTOM AUDIENCES**

PLANNING SUMMER VACATION

Audience Description

Music lovers and cultural enthusiasts aged 18-45, often urban dwellers with disposable income.

They may follow specific genres like rock, electronic, or hip-hop, or be interested in food and wine festivals. Socially active, often influenced by trends and peer recommendations.

Ad Opportunities

Tailored ads for:

- Promotions for event tickets, Festival Gear (eg. tents and chairs), and Lifestyle Products aligned with the culture
- Highlighting features like durability, portability, and weather resistance
- Festival/Concert websites, festival apps and blogs



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BARBEQUE AND GARDEN INTEREST

Audience Description

Homeowners and cooking enthusiasts, predominantly aged 25-65, who take pleasure in outdoor cooking and gardening.

They enjoy hosting and are interested in culinary trends, garden maintenance, and outdoor decor.

Ad Opportunities

Tailored ads for:

- Marketing for grilling equipment, garden tools, outdoor furniture, and culinary classes
- Promote grilling accessories and offer special deals at the start of the season
- Create informative blog posts, social media content, and video tutorials with grilling tips, recipes, and techniques



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IN THE SUMMERHOUSE OR COTTAGE

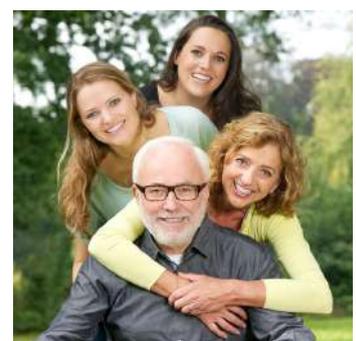
Audience Description

This segment consists of families, typically aged 35-65, who own or frequently rent a summerhouse or cottage. They enjoy quality family time at their summer homes, often indulging in outdoor activities like boating, fishing, and hiking. They value comfort, style, and durability in their purchases, making them prime targets for high-end home improvement, décor, and outdoor gear.

Ad Opportunities

Tailored ads for:

- Targeted advertising for luxury outdoor furniture, high-end grills and outdoor cooking equipment
- Decor that enhances the rustic or waterfront appeal of a summerhouse, garden/landscaping projects
- Home improvement and maintenance, eco-friendly options



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HOME IMPROVEMENT AND DECORATION

Audience Description

Homeowners and renters aged 30-60 interested in DIY projects and home decor.

They seek ways to enhance their living spaces, often influenced by home improvement shows and online decor trends. Middle to high-income, willing to invest in their homes.

Ad Opportunities

Tailored ads for:

- Promotions for home improvement stores, furniture and decor sales, and DIY project materials
- Partnerships with local hardware stores or home improvement chains
- Partner with DIY bloggers or home improvement influencers in targeted social media campaigns



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BARGAIN & DEAL HUNTERS

Audience Description

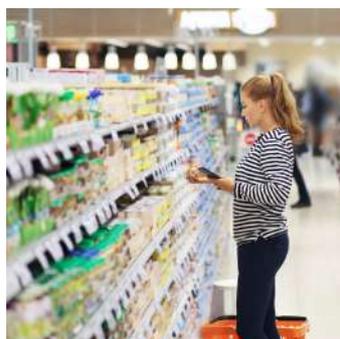
Broad consumer base, especially parents and college students, deal seekers for back-to-school season and various shopping holidays and needs. High responsiveness to discounts and promotions.

Tech-savvy and comfortable using online resources for shopping and deal discovery.

Ad Opportunities

Tailored ads for:

- Targeted ads for retail sales, exclusive offers, and holiday specials, maximizing reach during key shopping periods
- Emphasize special offers and savings opportunities in ad messages
- Anticipate them to compare prices before making purchases



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TRAVEL AND TOURISM

Audience Description

Ideal for targeting individuals aged 25-55 who enjoy leisure travel and exploring new places. Segments include luxury travellers (high-income professionals seeking premium experiences), eco-tourists, and budget-friendly travellers. **Interests** include cultural immersion, adventure sports, and relaxation.

Ad Opportunities

Tailored ads for:

- Travel packages, Airline Deals, Hotel Promotions, and Travel Insurance
- Focusing on peak booking times and trending destinations
- Travel blogs, travel influencers
- Travel agency websites, travel apps



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FAMILY AND KIDS' ACTIVITIES

Audience Description

Families with children, particularly those aged 30-50, looking for ways to entertain and educate their kids during school breaks.

Interested in local events, educational camps, and family-friendly travel.

Ad Opportunities

Tailored ads for:

- Ads for kids' camps, family travel deals, and educational toys or programs
- Highlight vacation packages or destinations catering to families with children
- Promote educational toys or learning programs aligned with a child's age and interests



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OUTDOOR CONCERTS & FESTIVALS

Audience Description

Music lovers and cultural enthusiasts aged 18-45, often urban dwellers with disposable income.

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Ad Opportunities

Tailored ads for:

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- Highlighting features like durability, portability, and weather resistance
- Festival/Concert websites, festival apps and blogs



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WATER SPORTS AND ACTIVITIES

Audience Description

Enthusiasts of activities like kayaking, surfing, and fishing, typically aged 20-50.

They are adventurous, likely to spend weekends or vacations near water bodies, and interested in both equipment and experiences.

Ad Opportunities

Tailored ads for:

- Promotions for gear sales, lessons, accessories like sunscreen, rash guards, waterproof phone cases
- Partner with travel agencies or tour operators specializing in water sports destinations
- Promote travel packages that combine activities & accommodation



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SUMMER SPORTS AND ACTIVITIES

Audience Description

Active, outdoorsy types, typically aged 18-40, who engage in activities like hiking, biking, and camping.

They value physical fitness and adventure, often seeking gear that supports their active lifestyles.

Ad Opportunities

Tailored ads for:

- Marketing for sports equipment, athletic wear, and outdoor adventure companies
- Providers of whitewater rafting, kayaking, hiking, or camping
- Partnerships with local professional or amateur sporting events



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BACK TO SCHOOL

Audience Description

This segment targets parents aged 30-50 with school-age children, ranging from kindergarten to high school. They are typically middle to upper-middle-class, focused on preparing their children for the new school year. They are interested in educational tools, clothing, and technology to aid their children's learning and social activities. This audience is also likely to include college students aged 18-24.

Ad Opportunities

Tailored ads for:

- Tailored advertisements for school supplies like notebooks, pens, backpacks, and technology like tablets and laptops
- Clothing retailers can promote age-appropriate apparel from elementary to teen wear
- Tutoring, extracurricular activities, and educational apps can be promoted



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HEALTH AND WELLNESS

Audience Description

Health-conscious individuals, primarily aged 20-50, interested in maintaining or improving their physical fitness and overall wellness. Includes gym enthusiasts, yoga followers, and those pursuing outdoor sports.

High engagement with online fitness content and wellness apps.

Ad Opportunities

Tailored ads for:

- Campaigns for Fitness Gear and Apparel, Health Foods and Supplements
- Services like gym memberships and wellness retreats
- Partnerships with fitness influencers, health coaches, or wellness bloggers



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EURO 2024 FOOTBALL BETTORS

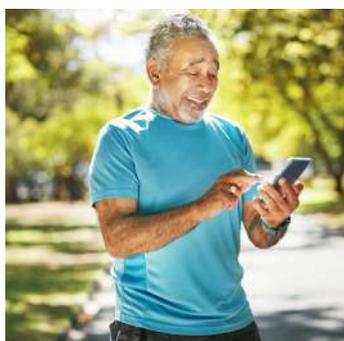
The Audience

A vibrant mix of serious and casual bettors, this group finds joy in betting on the UEFA European Championship 2024.

The Betting

They range from those meticulously analyzing team and player stats to casual fans who place small bets for added excitement.

This dynamic creates a festive betting culture, where the fun of the game and the thrill of betting blend, enhancing the communal enjoyment of each match.



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EURO 2024 FOOTBALL AFICIONADOS

The audience

With a heart beating for football, this audience eagerly anticipates the UEFA European Championship 2024, immersing themselves in the rich history and vibrant culture of European football.

They follow

They follow their favorite teams and players throughout the season, collecting jerseys, attending matches, and engaging in vibrant discussions with fellow fans.

Their dedication

Their dedication extends beyond the game to understanding team strategies, coaching styles, and player development.



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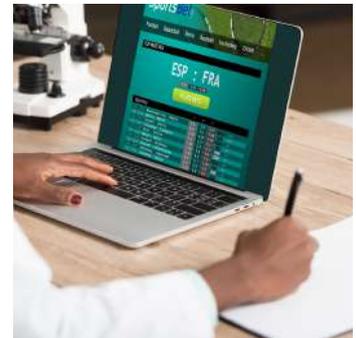
OLYMPIC GAMBLERS & SPORTS BETTORS

The Audience

Combining seasoned bettors with casual enthusiasts, this audience enjoys the thrill of Olympic and sports betting, engaging in everything from analytical wagers to casual, small-stake bets for fun.

The Betting

While some delve into detailed performance analytics, others bet more on the excitement and social interaction, sharing the experience with friends and community, making each event a lively and engaging occasion.



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OLYMPIC ENTHUSIASTS & SPORTS FANS

The audience

This audience lives for the adrenaline and camaraderie of the Olympics and various sports, embracing both summer and winter games with equal fervor.

They follow

They follow a wide range of sports, from track and field to swimming, and from gymnastics to skiing, tracking athletes' careers and reveling in the global unity of the games.

Their passions

Their passion extends to collecting memorabilia, attending live events, and actively participating in sports communities and forums online.

