



NORWAY

LOVING BARBEQUE

AUDIENCE PROFILE

Families living in houses with gardens. They are often between 35-55 y/o and have big families (+3 children).

They enjoy cooking and gardening - very often with their teenage or grown-up children and friends. They often have bachelor's degree education and own their house.

LIFESTYLE

They live a comfortable established life with teenage or grown-up children. They live away from the busy city centres and enjoy working on house (DIY) and garden.

They have solid financials and prefer car brands like Volvo, Mazda, Ford, or Volkswagen.

ALL USERS • ALL CHANNELS

The audience work toward all users, incl. IOS/Safari users.

The audience can be used on display, mobile, tv/video, DOOH and Facebook, YouTube, Instagram, Snapchat, Pinterest.



UNIQUE AUDIENCE

Unique audience to reach the families that are 340% more likely to host and spend on barbeque than the average Norwegian.

Built from high-quality data from Kantar Research and SSB.

REACH

Reach: 1.400.000
27% of Norwegians

The audience covers the 1.400.000 Norwegians that are 340% more likely to host and spend on barbeque than the average Norwegian.