

THIS WEEK, THE CONSUMER



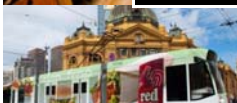
THE
CONSUMER PROFILE

WATCHED FREE TO AIR TV



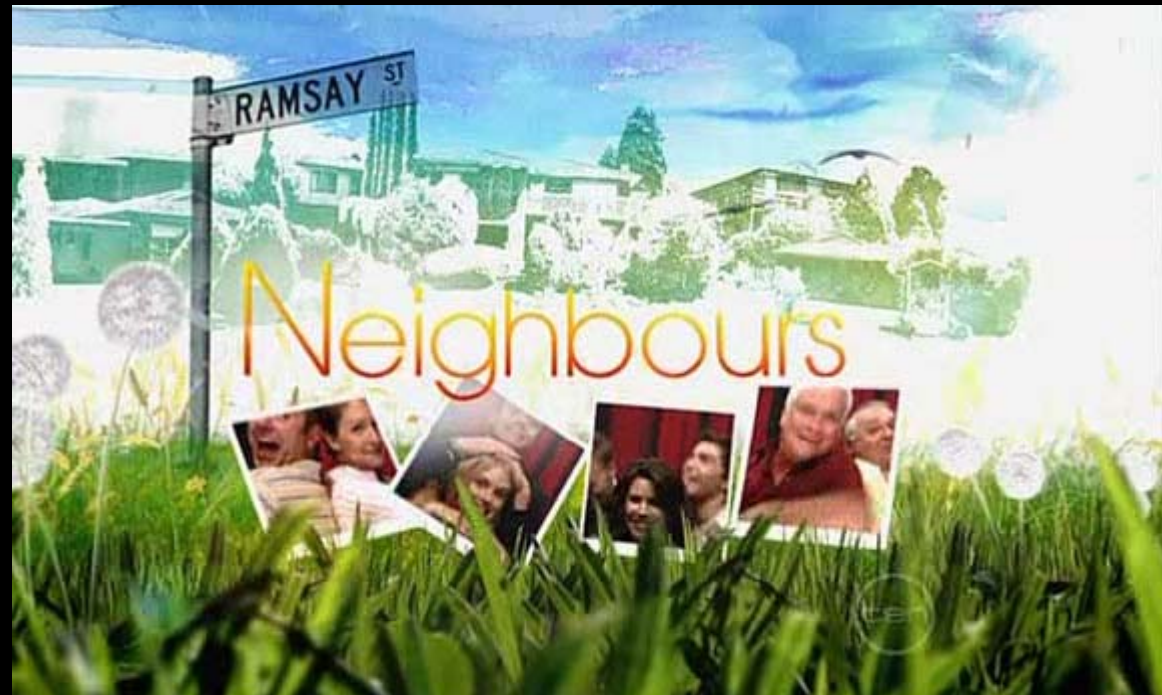
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| No | Program | Network | Average Audience |
|----|------------------------------|---------|------------------|
| 1 | Packed to the Rafters | 7 | 1,815,000 |
| 2 | My Kitchen Rules – Tuesday | 7 | 1,432,000 |
| 3 | My Kitchen Rules - Wednesday | 7 | 1,386,000 |
| 4 | Seven News – Sunday | 7 | 1,328,000 |
| 5 | Glee | 10 | 1,276,000 |



Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.02.11 to 19.02.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED FTV DIGITAL CHANNELS



| No | Program | Network | Average Audience |
|----|----------------|---------|------------------|
| 1 | Neighbours | ELEVEN | 352,000 |
| 2 | Heartbeat | 7TWO | 340,000 |
| 3 | Jonathan Creek | 7TWO | 313,000 |
| 4 | Heartbeat | 7TWO | 302,000 |
| 5 | Heartbeat | 7TWO | 285,000 |

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.02.11 to 19.02.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SPORT




| No | Program | Network | Average Audience |
|----|---|--------------|------------------|
| 1 | Live: AFL – NAB Cup Pool 5 Syd V GC | FOX SPORTS 1 | 241,000 |
| 2 | Live: AFL – NAB Cup Pool 5 GWS V GC | FOX SPORTS 1 | 220,000 |
| 3 | Live: Rugby League: Charity Shield | FOX SPORTS 3 | 175,000 |
| 4 | Live: Super Rugby – Rebels and Waratahs | FOX SPORTS 2 | 175,000 |
| 5 | Live: Football – NAB Cup Pool 5 GWS V Syd | FOX SPORTS 1 | 169,000 |

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.02.11 to 19.02.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SHOWS



| No | Program | Network | Average Audience |
|----|-------------------------------------|----------------------|------------------|
| 1 | 2011 Annual Grammy Awards | FOX 8/+2 | 77,000 |
| 2 | Selling Houses Australia Extreme | Lifestyle Channel/+2 | 61,000 |
| 3 | American Idol | FOX 8/+2 | 53,000 |
| 4 | Alice in Wonderland | Movie One | 52,000 |
| 5 | Transformers: Revenge of the Fallen | Showtime Premiere | 52,000 |

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.02.11 to 19.02.11 5 City Metro, 0200-0159, basic program logs as per schedule)

AT THE BOX OFFICE



| No | Movie | Weeks In Cinema | Weekly Total | Gross Total |
|----|-------------------|-----------------|--------------|--------------|
| 1 | Black Swan | 2 | \$2,120,055 | \$6,181,125 |
| 2 | True Grit | 1 | \$1,948,743 | \$2,426,828 |
| 3 | The Green Hornet | 2 | \$1,881,441 | \$6,466,943 |
| 4 | The King's Speech | 6 | \$1,678,969 | \$18,419,317 |
| 5 | Yogi Bear | 3 | \$1,669,613 | \$12,323,335 |

TOP FIVE SELLING SINGLES

1 Born This Way
Artist: Lady Gaga



S&M
Artist: Rihanna **2**



3 Just Can't Get Enough
Artist: The Black Eyed Peas



Dirty Talk
Artist: Wynter Gordon **4**



5 Happiness
Artist: Alex Jordan

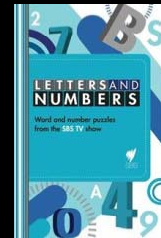


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TOP FIVE BEST SELLERS

1

Dark Blood
Author: Letters and Numbers

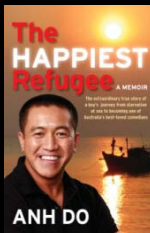


Letters and Numbers
Author: Hardie Grant

2

3

Losing the Last Five Kilos
Author: Michelle Bridges



The Happiest Refugee
Author: Anh Do

4

5

The King's Speech
Author: Mark Logue and Peter Conradi



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Source: Dymocks

THE CONSUMER HABITS OF A NICHE AUDIENCE



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PROFILE



We all want our message to reach our target audience.



For many products it is easy. For example, if you have a product aimed at housewives 25-54 – well that's as simple as making two minute noodles.



We have an entire suite of programs that can profile their attitudes and activities. We can reach them easily, in mass and through commercial media channels. You want a housewife to consider a product? We know exactly how to reach them and how to make that process cost effective.



But what do you do with a product that doesn't target such a specific demo?

Say you have a product that is targeted a certain demographic that doesn't consume any media through conventional channels. What do you do? How do you reach them?



You can't yell a message out and expect them to hear. You want to target a niche, you can't advertise to the masses. Niche groups are small and selective for a reason. But this doesn't mean they can't be reached.



You just need to understand who they are and how to talk to them. Make it personal and make it engaging. Don't tell them how to think, subscribe to their ideas and thoughts that they already have. They know what they are talking about.

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One big mistake is believing the stereotype. Sure, you may have seen and heard many witty anecdotes about the way they present themselves. But it's not always true.



This week it's a targeted investigation into a specialised demographic that often falls prey to many incorrect labels and stereotypes. They are young, idealistic, rich in disposable income and big supporters of conspicuous consumption. But just who are they?



THE HIPSTER / INDIE / ALT / COOL KID



Little to no commercial television, all is watched online

Will listen to non-commercial radio, typically Triple J

Online consumption is very high, especially social networking

High propensity to blog, especially on micro-blogging sites such as Tumblr

More than likely in possession of a film or digital SLR camera



Age 17-24 (give or take a few years denial years)

University degree in arts, communications, design and/or creative industries

Renting in inner city areas, typically with friends

Deferred and/or extended degree

Chronic social smoker

Current alcoholic preferences are boutique beers and cider

High interest in fashion, always on or ahead of trends

MUSIC

The group's name is derived from a style of music. But before we go on, no I am not drawing a definite link. Don't worry we're not seeing the return of emo in 2011.

Basically what I am trying to get at is that the actions of this group are often centred around music. Any late night activity is often at a club or venue that provides some kind of out-of-the box musical entertainment.

They will rarely buy CDs. If they do buy a hard copy version of a record, it will most likely come on vinyl. While some may in fact purchase their music, most will be downloaded online from sites such as Mediafire which are um, well "technically" illegal. Even those with a semi-regular position as a club DJ will not scratch from vinyl. Instead they will blast beats from their Apple Mac.

They will attend festivals designed with them in mind. These include Splendour in the Grass and the St Jerome's Laneway Festival.

They will often be quite dismissive in their tastes. Yes, it is true – something that has commercial success often quickly falls out of favour. Bands of the moment are Wavves, Best Coast and HEALTH.

There is also a rather large obsession with hip hop and rap. Kanye West went from the favourite to the most hated, and then back to the favourite again. There are also an overabundance of indie labels and collectives like 'Anticon' putting out what can only be described as 'indie rap'. Then there is guys like Tyler the Creator who with his song, *Yonkers* managed to garner about 1.2 million YouTube views, many of whom were indie darlings.

Oh, and also Arcade Fire. You may have seen a little something recently about the world falling apart when a band no one had heard of won the Grammy for Album of the Year.



FASHION

Fashion has long been considered a trickle down process. What comes from the privé lines of the high end fashion houses would once influence the trends of those on the streets. Well, not anymore.

For those who fit within this niche audience, trends are made on the streets and trickle up. They make their own style – a true expression of personality. They are unlikely to shop at major outlets and chain stores. Instead they will opt for shopping at boutique stores.

The boys love labels like Dr Denim and Fred Perry. The girls will wear clothes from Lover, Karla Spetic and Antipodium. Sass & Bide has fallen out of favour over the years as the quality has declined (and well, become more mainstream).

While they are as big on their brands, there is also a strong reliance and obsession with vintage clothing. No one can pull together a four dollar dress like these kids. It is all about the art of combination. An op shop blouse could be paired with a \$600 Dion Lee skirt and ACNE wedge boots.

Standing out is their aim, and they are ready to evolve when the masses catch on. The boys are into boat shoes when the masses are still saving to buy sneakers. The girls will cut a fringe while the crowds are still trying to grow out their shaved patches.

There is a small market for boutiques. The majority of shopping is done online. For girls there are unlimited options for designer wares. Then there is the other online hubs like American Apparel, ASOS and Urban Outfitters.

For these astute individuals, they will often be across everything available from their favourite designers. They will suss the product in store, perhaps trying it on, and then hunt for the best deal online.



SOCIAL NETWORKING

Like every youth audience, this niche audience can be found on Facebook. More than likely they will be accessing the site remotely from a mobile phone.

Additionally, they will probably be keeping a Tumblr. For those not across this site, it is a blogging site that is somewhere in between the minimal text of twitter and the photo sharing website, Flickr.

Tumblr is a ridiculous phenomenon. There are blog holders out there that are actually to be considered famous. To the point where The Simpsons opening credits even featured the status in the blackboard gag.

At present, Tumblr is ad free. It is certainly and interesting space to watch. When one considers the advertising opportunities presented on other blogging sites such as Wordpress and Blogspot one has to wonder what the future holds for Tumblr.

At present the opportunities exist within sponsoring a particular popular Tumblr. For example, Yimmy Yayo does little beyond posting pictures of things – most of which are naked and pretty people. He has put his name to ‘cool’ projects and promoted these items through his Tumblr.

One can only imagine the click through rate.



VISUAL CRACK FOR THE OCULAR FIEND

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RSS

PURCHASE INTENTION

This niche audience are very into conspicuous consumption. They live life perched on the blade of a double edged sword. They will loudly and boldly advocate the brands and styles that they purchase and practice. They do it to demonstrate their separation and distance from mainstream society.

The way they carry themselves attracts attention from said mainstream society – who in effect, mimic the appearance and purchases of the cool.

Then for fear of being pedestrian, they will again push the envelope a little further and change their style up.

When targeting this group, you need to understand their passionate, but fleeting allegiance. You need to capture their interest when the time is right and change your approach when they begin waning favour.

Let's take a look at a few of their current "must have" items.



Apple Macbook



iPhone 4



Film Camera



Digital SLR

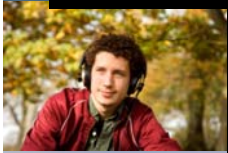


Rekorderlig Cider



Vinyl Records

VISIT US ONLINE



<http://thisweektheconsumer.tumblr.com/>



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The screenshot shows a Tumblr blog interface. At the top, there are navigation links: '+ FOLLOW', 'ASK', and 'ARCHIVE', along with a search bar. The main content area features a large title 'THIS WEEK, THE CONSUMER' in bold black letters. Below the title is a subtitle 'I KNOW WHAT YOU DID LAST WEEK...' and a decorative flourish. The central focus is a video player with a play button icon. The video thumbnail shows a group of women in black dresses performing a dance or exercise routine in a studio. A red banner above the video says 'Posted 3 days ago'. Below the video player, the text 'Runaway, fast as you can.' is visible. The background of the blog post is a grid of various images, including the man with headphones, the building, the stock exchange, and the woman in the clothing store.