

The background of the image is a dense, overlapping field of US one hundred dollar bills. The bills are oriented in various directions, creating a textured, patterned effect. The green and white colors of the currency are prominent. In the center of this background, the text "\$350 million" is displayed in a large, bold, black font.

\$350 million



Marketing to Learners

Creating rich insight to recruit and retain learners

- How rich insight delivers marketing magic
- The power of insight
- Creating insight rich learner typologies
- Sources of learner insight

- **How rich insight delivers marketing magic**
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A man with light brown hair and a beard, wearing a grey suit and light blue shirt, is shown in profile, resting his chin on his hand and looking thoughtfully upwards. Overlaid on the right side of the image is a pyramid of six horizontal bars, each containing a question word. The top four bars are purple, and the bottom two are orange.

WHEN

WHERE

HOW

WHAT

WHY

WHO

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Risk Averse Routiners

RISK AVERSE ROUTINERS FEEL COMFORTABLE WITH A PLAN IN PLACE, THEY KNOW WHAT THEY LIKE AND THEY TEND TO STICK TO THAT.



TYPOLOGY SIZE
(% OF INDIVIDUALS IN UK
POPULATION)



WEEKLY GROCERY
SPEND
(UK AVG £276)



CHILLED/FROZEN
POTATO VALUE



Demographics

45

MEAN AGE
(UK AVG = 46)



0.8

NO. OF
CHILDREN
(UK AVG = 0.55)



£27,839

MEAN HOUSEHOLD
INCOME
(UK AVG = £30,800)



DE

SOCIAL GRADE
(OVER INDEX)

Attitudes to shopping

Risk Averse Routiners are more likely to...

80% agreed with...

DO A BIG SHOP
AT MY USUAL
SUPERMARKET

80% agreed with...

LOOK FOR PROMOTIONS
IN MOST AREAS OF
THE STORE

72% agreed with...

WILL STOCK UP
ON ITEMS WHEN
THEY ARE ON OFFER

What media do they consume?



Where do they shop?

In Store...

over index
(shop at more than average)



Online...



What are they doing online?

What do they use?

9%



Tablet

3%



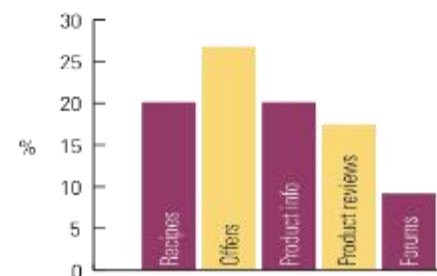
Mobile

74%



Laptop

What do they use it for...



Attitude to food

Risk-Averse Routines stick to what they know. They don't bother trying new foods and cooking techniques, as they are content with their existing preferences. They are happy to keep their lives simple, and avoid opportunities to make mistakes.

Typical restaurants...

over index



Typical brands...

over index



Category driver

RISK AVERSE ROUTINERS DON'T FEEL THAT PRE-PREPARED FOODS ARE A COMPROMISE ON QUALITY, BUT THEY ALSO DON'T FEEL THAT BRANDED FROZEN FOODS ARE MUCH DIFFERENT FROM OWN LABEL. HOWEVER, ONCE THEY FIND SOMETHING THEY LIKE THEY STICK TO IT.



Least likely to say...

"I TRY TO LEARN AS MUCH AS I CAN ABOUT NUTRITION AND FOOD. YOU ARE WHAT YOU EAT."

"HERE'S HOW I LOOK AT THE FOUR FOOD GROUPS: CHIPS, ICE CREAM, HOT PIES AND KEBAB. POTATOS ARE VEGETABLES."

"I DON'T WANT TO SPEND A LOT OF TIME COOKING, FOOD IS FOOD."

Most likely to say...

"I LIKE MY LIFE TO BE SIMPLE AND EASY. I WANT TO KNOW WHAT I AM GOING TO GET. I HATE EXPERIMENTING AND GETTING THINGS WRONG."

"MY EATING HABITS HAVEN'T EVER REALLY CHANGED. I RARELY TRY NEW FOOD BECAUSE I KNOW WHAT I LIKE, SO IT MAKES MORE SENSE TO ME TO STICK WITH WHAT I KNOW."

Shopping the category



Chips purchasing habits...



What chilled/frozen potato products are they buying?



How do they feel about fresh vs prepared?

"SOMETIMES I FEEL PUT UPON FOR HAVING TO MAKE IT"

"I TEND TO MAKE IT MORE ON SPECIAL OCCASIONS RATHER THAN FOR EVERYDAY MEALS"

"I AM SOMETIMES FRUSTRATED AT THE AMOUNT OF EFFORT IT INVOLVES"

Conclusion...

- Not looking to challenge themselves; they are not confident in the kitchen and do not see a benefit to trying to change that
- Feel frozen is as good as fresh, and brands are not much different than own label
- Not particularly concerned about nutrition, and don't try to learn or care about it
- Their unwillingness to change is not based on tradition but in passivity

Overall the Risk Averse Routiners buy a lot more chilled/frozen potato products than the average population

Questions



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Apprenticeship vacancies



My Home
Message Board
Manage Applications
My Saved Vacancies
My Saved Searches
My Alerts
Search for Vacancies
Search for Learning Provider
My Profile
Application Form
Change Password
Help
Logout

Application Form

To apply for a vacancy you need to fill in the application form below. Fields marked with an asterisk * must be filled in before you can send your form.

We will share your personal information only with Learning Providers, Employers, Schools and Colleges so they can contact you to talk about suitable opportunities. You can ask for a copy of the information we have and change any details that are incorrect. Please note that personal information does not include date of birth, gender, ethnicity or health information at this stage.

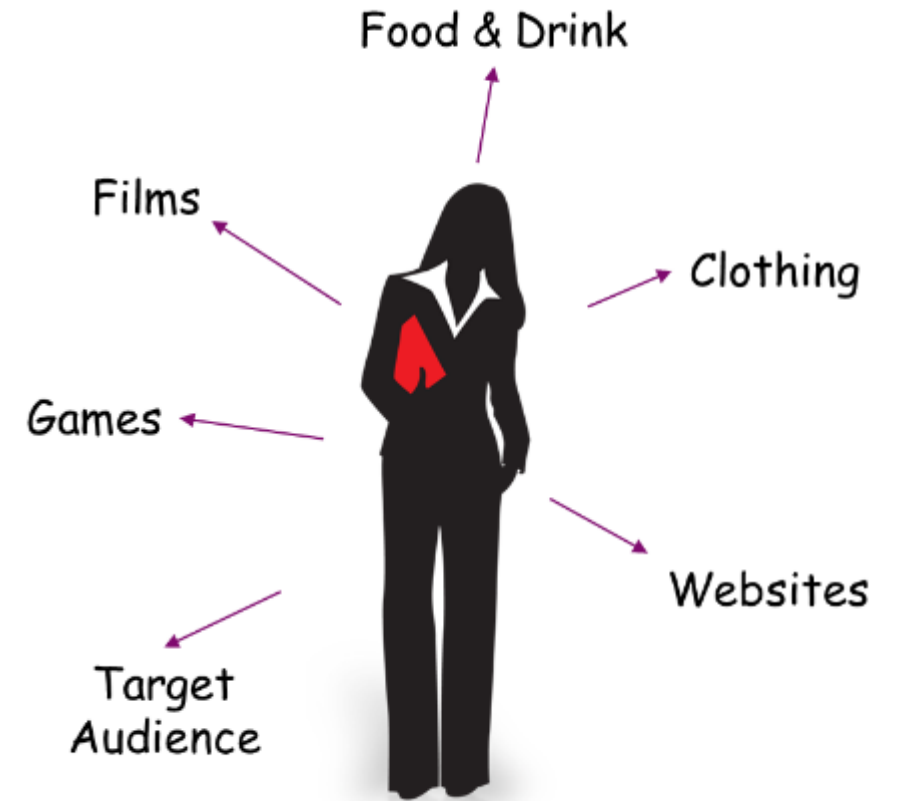
Education History

Please enter the name of your current or last school or college attended and select from the list of schools returned

School/College *

Town

From Year *



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