



Powerful insights to influence behaviour.

Kraftig innsikt for å påvirke atferd.

> DEEP DIVE into TILHØRIGHET

ESSENS

Essence: in pursuit of self-actualisation; discerning, confident, independent, arts essential; seek high quality



Expression: the people people; community, nurturing, generous, committed; seeking connections

TILHØRIGHET

STIMULERING

Stimulation: all about the big ideas; active, experimental, connecting, social; seeking the unusual



Affirmation: do the right thing; self-improvement, considered, diligent, time well spent; seeking development

BEKREFTELSE

BERIKELSE

Enrichment: through the lens of the past; tradition, heritage, nostalgic, learning; seeking classical

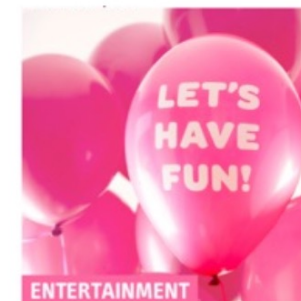


Perspective: happy in their own bubble; settled, self-sufficient, focused, contented; seeking personal reward

PERSPEKTIV

AVKOBLING

Release: say they're too busy; stressed, prioritizing, ambitious, escape; seeking guaranteed experiences



Entertainment: looking for fun; mainstream, populist, leisure, social; seeking popularity

URDERHOLDNING



Key product messaging

ESSENS

The programming team has credentials

It has depth

Seriously high quality

Not mainstream entertainment

TILHØRIGHET

It will be immersive, emotional escapism

Everyone will enjoy a shared experience

It will be something to discuss

You'll appreciate artistic expression

BEKREFTELSE

It's had good reviews - best of the crop

You'll get something out of it

It is modern & relevant (but not 'out there')

It will be something to tell others I did

BERIKELSE

Familiar or classic themes or features

It will be well done and enjoyable

The evening out will be a success

It offers good value

STIMULERING

New, unusual, different

Like nothing you've seen before

Best kept secret - see before they catch on

It offers new perspectives & shows you're in the know

AVKOBLING

It will be a relaxing trip

If you only do one thing this month it's this - guaranteed pleaser

The venue has everything needed

Online booking is quick, easy & free

PERSPEKTIV

It will be personally rewarding

It's nice to do something special occasionally

It will be interesting, engaging & spark the imagination

URDERHOLDNING

It's popular

It's a great night out and 'easy sell' to others

It's got a celebrity in it

It will be fun



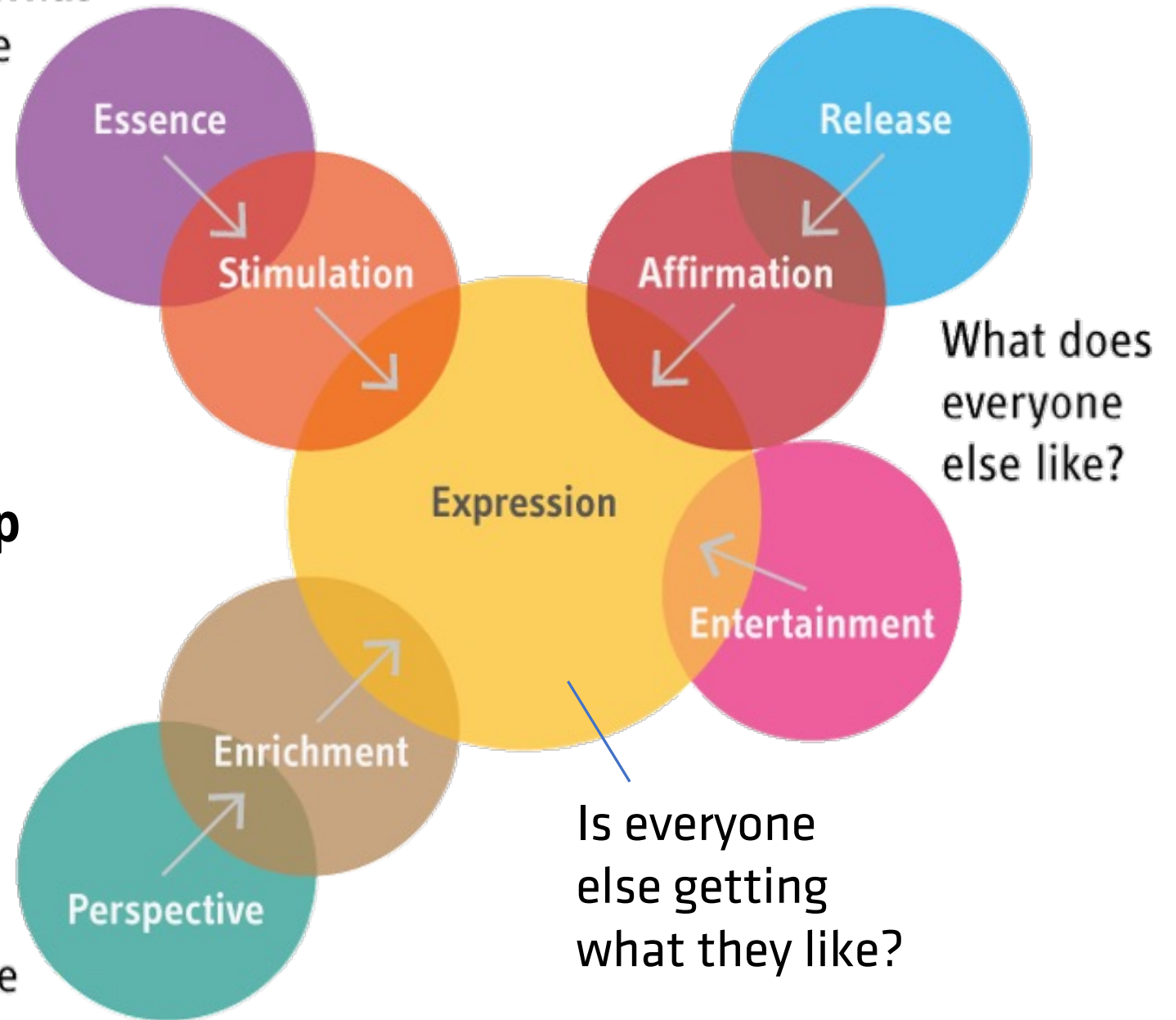
Orienteringskart

Culture Segments orientation map

showing each segment's secondary preference

I know what
I like

I like
what I know





**THIS
IS FOR
EVERYONE**

TILHØRIGHET

- > The 'people people'
 - > Receptive
 - > Generous
 - > Nurturing
 - > Community-focused
-
- > Folkets folk
 - > Mottakelige
 - > Sjenerøse
 - > Omsorgsfulle
 - > Fellesskapsfokusert

TILHØRIGHET

Expression

Expression are 'yes' people. They're **full of enthusiasm** with varied and eclectic cultural tastes. They're in tune with their **creative side**, are fun-loving and see culture as a way of **broadening horizons**.

They enjoy activities that help them **connect with and share experiences** with others. They are community-minded and, as such, put a high price on **inclusivity**. They like to be sure that everyone is welcome to enjoy the benefits of engaging.

Attitudes and life priorities

Living life to the full
Community and family
Arts, crafts, culture,
creativity, nature

17% of Norway population

14% of Oslo population

19% of audiences in NPU Monitor
(**29%** ESSENS / **19%** STIMULERING)



Buzzwords

Immersive	Connection
Collective	Public
Imagination	Joy
Participate	Authenticity
Experience	Together
Storytelling	Open

Who are they?

- **Expression are the "yes" people:** full of enthusiasm with varied and cultural tastes. Creatively minded and fun-loving, they see culture as a way of broadening horizons.
- **They are all about shared experiences:** Expression enjoy activities that maximise human connection. They want everyone to have a collectively harmonious time.
- **Inclusivity is key:** Expression believe everyone should be able to enjoy the benefits of engagement. They put a high price on inclusivity.
- **Public good:** Expression believe in positive change, they like getting involved in the community and they respect organizations that do too.



EXPRESSION

Expression checklist

- ✓ Paint a picture
- ✓ Ignite imaginations
- ✓ Storytelling
- ✓ Immersion
- ✓ Chance to join in
- ✓ Express yourself

What influences them?

Expression don't like being marketed to because they want to be **inside the conversation**. Advertising feels too impersonal. They want **emotional, personal connection** with us – more like a **friend**.

They respond when we offer...

- Imagination, immersion, time-travel
- Artistic expression
- Creativity
- Inclusivity
- Community, society
- Interaction
- Something to talk about
- Transparency

Top tip

Expression are visually-driven. We should ensure marketing uses beautiful, natural images. Being people, people they like to see faces and are put off by pale, stale and male images. Promoting egalitarianism, access and democracy speaks volumes for this segment.

Capturing their attention

Expression don't like being 'marketed to' because they want to be inside, and **part of the conversation**. They don't want to be advertised to, it feels impersonal. They want an **emotional, personal connection** with organisations – more like a friend.

Marketing needs to actively demonstrate a **desire to welcome** the widest possible audience.

Messaging should focus on...

Debates and discussion

Building networks that appeal to their community spirit

Highlighting the opportunities for participation

Top tip: Expression are often visually driven. Organisations must make sure marketing has beautiful, natural images. Being people people they also like to see close up faces of artists

Building relationships

Expression have a very strong sense of **civic responsibility** with a natural in-built predisposition to support non-profit organisations. Organisations who are doing something that promotes egalitarianism, access and democracy command more of their support.

Expression is the segment **most likely to say nice things about you, to join, to donate, to volunteer**. There may be a personal motivation, but it's also their duty: they're people who put their hands up for things. They feed off the **social nature of such interactions**: meeting other volunteers and the people they're helping. They're **network people** and want to be part of something bigger.

They don't like being sold anything

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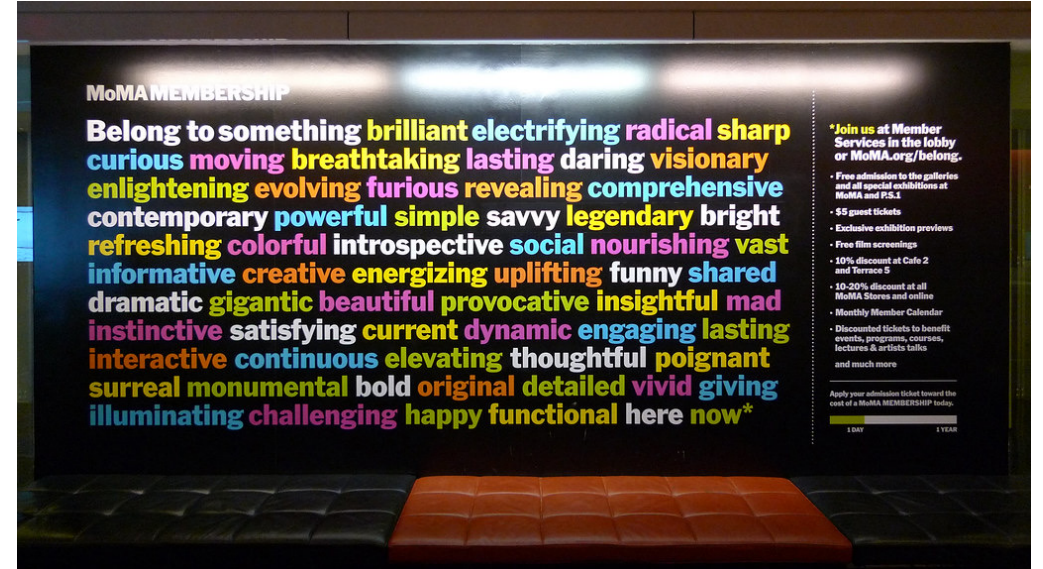
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.....

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Membership

MoMA



MFABoston

Levels and Benefits

Choose the membership that's right for you—we have something for everyone! No matter which level you choose, you receive:

Free Daily Admission

Members are admitted free every day we're open

Members-Only Access

Early access to special exhibition tickets

Discounts

Up to 40% off parking, 15% off dining, and 10% off at Museum shops

Special Exhibition Tickets

Free admission to our ticketed exhibitions—and you can bring a friend!

Events

Free video content and special exhibition viewings

Engaging with Expression...




How does this speak to Expression?

1. If Expression believe in your values, they'll want to get under-your-skin. They're a friend, not a visitor.
2. Expression love shared experiences so highlighting opportunities for this is key.
3. Expression want to feel close to their favourite organization and will love this friendly declaration.

Being a member of the MFA brings you closer to the Museum and lets you share it with friends and family. All Members enjoy a year's worth of free admission, insider information, advance notice of special events, and a variety of discounts. From general membership to the Museum Council to the Patron Program, you're sure to find the group that's right for you.

Engaging with Expression...

1



2

Theater has the unique power to gather families, friends, neighbors, and visitors together in one electric moment to enjoy the captivating story unfolding before their eyes. We invite you to Central Park this summer to be in the moment and experience this magic for yourself at [Free Shakespeare in the Park](#).


100% Brisbane

We are pulling back the layers of our city, going beneath the surface of high rises and the jacaranda trees to discover the very real heart of Brisbane's story. You. Me. And everyone in between. People from all walks of life, beliefs and backgrounds. No two of us are the same, but when we connect we form a city, a community. Together we are Brisbane.

100% Brisbane is an exhibition like no other you've seen before. In an exciting world-first, Museum of Brisbane has collaborated with celebrated Berlin based theatre company Rimini Protokoll to create a powerful and unforgettable interactive exhibition experience which brings together 100 residents who currently call Brisbane home. Fascinating and deeply moving, their personal stories will be revealed alongside beliefs and attitudes that shape who we are, creating a real-time snapshot of our city.

From the enduring culture of our Aboriginal community to the modern metropolis which continues to grow and change, 100% Brisbane puts our city under the microscope like never before. Take a journey from the past through to the present day in 'A Brisbane Story', a short film written and presented by acclaimed author and actor William McInnes. Throughout the exhibition you will discover first-hand accounts of people's experiences of living in Brisbane, alongside some of our city's most defining moments.

3



2

4

How does this speak to Expression?

1. Expression are attracted by strong, bold images that transmit positive and inclusive messages.
2. Don't be afraid of using emotive language. Expression want to be moved.
3. Expression believe in community power and fight for an equal society. Messages of inclusivity speak volumes
4. Highlight personal stories for Expression. They love to see the human side of everything they experience.

Engaging with Expression...

Community Arts Initiative: Mindful Mandalas

May 18–October 14, 2019

Edward H. Linde Gallery (Gallery 168)

TICKETS | MEMBERS SEE IT FREE



1

How does this speak to Expression?

1. Images of diverse people engaging in culture are immediately attractive to Expression.
2. Expression like to have a cause to get behind and want to make a difference in their community.
3. Expression want meaningful experiences and will appreciate MFA committing to a valuable cause.

Kids collaborate to create art through meditation 2

Over a seven-month period, approximately 100 young artists from the Museum's ten Community Arts Initiative (CAI) partners in the Boston area collaborated with artist and educator Sneha Shrestha to create a wall mural inspired by mandalas, or graphic symbols used to aid in meditation.

3

Social media

How to connect online?

Expression are typically active online, embracing the internet as a tool for sharing, networking and connecting with others.

They'll look on MFA's website for content that brings a subject to life: human stories, real voices and interactivity.

Expression are digitally confident enough to explore your website independently without too much overt guidance from site architecture.



is for 'friend'

Some useful writing tips.

- Never start by **writing** – start by asking questions and listening.
- There's a **fanatic** behind every collection, exhibition, event and service – these are the people who can tell us things that no copywriter could ever better.
- Scribble down what they say or **record it verbatim** on your phone – if it's good, change almost nothing.
- When you do start putting words together, never start in front of a **screen** – start by saying it aloud.
- Tell an **imaginary person** what it will be like – then try it out on a real one.
- Don't sit at your desk – have a **creative change of venue** – try a café, in the gallery or go for a walk.
- Use a **pencil**, or a sharpie, or Post-Its – if you have to type, at least change the font.
- Write absolutely anything and **edit nothing** – there's plenty of time to edit later.
- Start in the **middle**, jump around – try stitching the fragments back together in a better order.
- Don't ever start with a **previous version** – never copy and paste.
- Can it be shorter - does everything **earn its place** or are there wasted words?
- Be prepared to **discard your favorite** bit.
- When you've written it – **read it aloud** – does it sound natural?
- Now make it even more **conversational** – conversation is you at your most persuasive.
- Relax, have fun, **break rules**, start your sentences with 'And' or 'But', Listen for rhythm, pace and **poetry**.

Food & Drink





DELTA I VÅR PUBLIKUMSUNDERSØKELSE OG VINN BILLETTER!

Kjære gjest,

Tusen takk for besøket! Vi håper du hadde en fin opplevelse.

I samarbeid med Norsk Publikumsutvikling og Norstat gjennomfører vi en undersøkelse for å lære mer om vårt publikum. Målet vårt er at vi skal gi ulike grupper den beste mulige opplevelsen, og setter stor pris på at du har anledning til å svare på noen spørsmål.

Det tar ca. 5 minutter å svare og du er helt anonym

(Om du ønsker, kan du bli med i trekningen av billetter til konsert hos Bergen Filharmoniske Orkester ved å legge igjen e-postadresse. Din e-postadresse vil ikke kobles til dine svar)

TA PUBLIKUMSUNDERSØKELSE

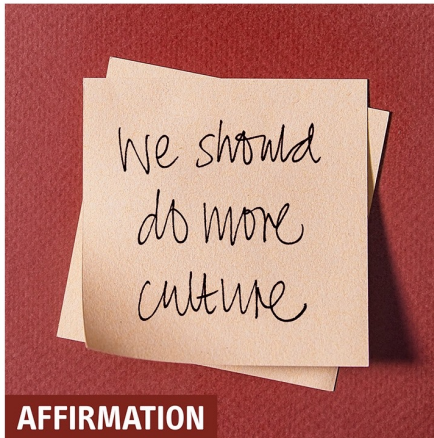
Med vennlig hilsen,
Bergen Filharmoniske Orkester

Slik når du oss

Du når oss på kundetelefonen **55 21 62 28** ukedager mellom kl. 10.00 og 15.00
Tirsdager er telefonen åpen mellom kl 12.30 og 15.00

Epost: marked@harmonien.no

The power of Culture Segments



Affirmation checklist

- ✓ Have you provided all of the details? They do everything to ensure a successful visit
- ✓ Include reviews and endorsements
- ✓ Tell them exactly what they are letting themselves in for

AFFIRMATION

Do the right thing

Self-identity
Considered
Diligent
Time well spent

Understanding **Affirmation**

Personal development: make a conscious decision to embrace more culture

Quality experiences: looking for wholesome learning that helps them feel good about themselves

Doing the right thing: careful researchers, want to be recognised as going to interesting places

Think: 'Admired', 'Absorbing', 'Experiential'

Cautious self-developers looking for reassurance that they're choosing the right thing.



Stimulation checklist

- ✓ What's the big idea?
- ✓ What makes it unusual?
- ✓ Why is this exciting?
- ✓ Intrigue: no spoilers

STIMULATION

All about the big ideas

Active
Experimental
Ideas
Social

Understanding **Stimulation**

Enjoying life: live in the moment, seek out the new & extraordinary

Ahead of the curve: like to make discoveries first

Spectacle: looking to be amazed, from risk-taking and rule-breaking to the special and intimate

Think: 'Edgy', 'Best kept secret', 'Adventure'

They need their attention grabbing with a compelling idea. They prefer an event or a happening. Live a life a novelty and experience seeking.

The power of Culture Segments



EXPRESSION

Expression checklist

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- ✓ Express yourself

EXPRESSION

People people

Community
Nurturing
Generous
Committed

Understanding **Expression**

Living life to the full: always on the go, wide range of interests

Community & family: enjoy inclusive activities & sharing experiences with others

Civic responsibility: support organisations promoting egalitarian access & democracy

Think: 'Celebrate', 'Dream', 'Get involved'

Culture is not a private thing, it's a communal, shared experience.

They appreciate artistic expression, and like the chance to express their own creativity.



ESSENCE

Essence checklist

- ✓ Can they easily find details without reading the text?
- ✓ Content led, not salesy

ESSENCE

In pursuit of self-actualisation

Discerning
Confident
Independent
Arts-essential

Understanding **Essence**

Arts & culture: considered as essential to their very being

Explore: culture as a way of deeply reflecting on the world, intellectually & emotionally

Confident & knowledgeable: seek high quality and sophistication

Think: 'Excellence', 'Depth', 'Visceral'

Their primary concern in choosing what to see and do is quality. And they know what quality looks like, because they've seen it elsewhere.

Essence want to be moved and ultimately taken to an altered state.

The power of Culture Segments



The present through the past

Tradition
History and heritage
Nostalgic
Learning

Understanding **Enrichment**

Established tastes: prefer tradition: culture that has stood the test of time

Life-long learners: defer to experts and like certainty

Cautious: value-sensitive, risk-averse & careful planners

Think: Rewarding; Nostalgia; Interesting.



They say they're too busy

Busy
Prioritising
Ambitious
Escape
Understanding **Release**

Relaxation: escape from the pressures of everyday life

Juggling commitments: need to be sure that investing their time is worth it

Entertainment: veer towards populist, fun, social activities

Think: Guaranteed; Easy; Retreat.



Happy in their own bubble

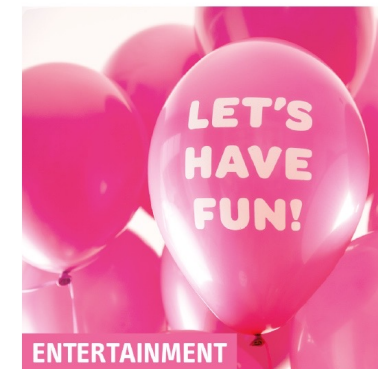
Settled
Self-sufficient
Focused
Contented
Understanding **Perspective**

Fulfilled: happy focused on existing personal interests

Individuality: seek out private experiences, where stimulation is quite personal

Thinkers: lose themselves in deep content or experience

Think: Self-development; Learning; Meaningful.



Looking for fun

Mainstream
Popular appeal
Leisure
Fun

Understanding **Entertainment**

Socially motivated: use leisure time for fun and escapism

Populist: view quality in terms of popularity and celebrity

Spectacle: seek out the most shiny, special experience on the market

Think: World class; Feel good; The best.