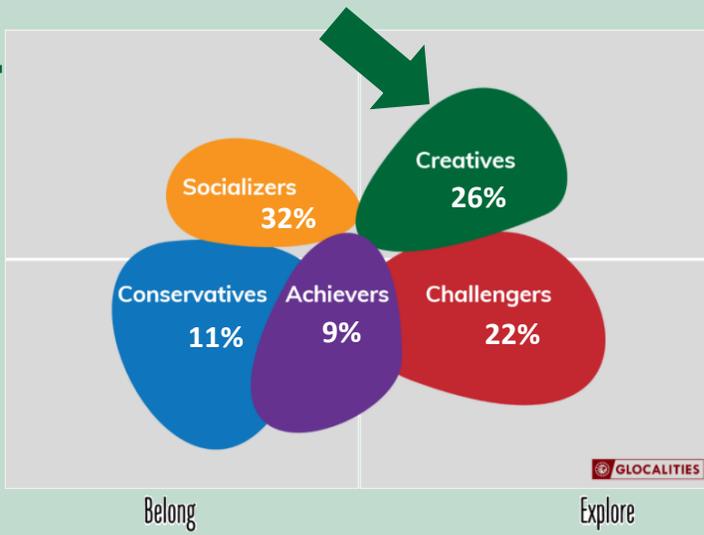


# Creatives

Imaginative Culture Curious Equality Cosmopolitan Social Commitment Self-expression



## COUNTRIES

% of total population

	Belgium	26%		UK	25%
	Germany	29%		USA	23%
	France	28%			

## COMMUNICATION: DO'S & DONT'S

- Be creative, informal and humorous.
- Providing (a lot of) information is okay
- Unusual locations are exciting
- Be clear about your goal and societal importance
- No big and commercial activities
- Don't offer discounts

## HOBBIES & FREE TIME

Creatives enjoy diverse hobbies, mostly cultural and artsy. Besides, they often enjoy meditation and reading literature. Compared to other groups a relatively large part is vegetarian, they care for the environment, sustainability and are internationally oriented. Creatives are also characterized by trying new things and visiting hidden places.

## IMAGE OF THE NETHERLANDS

Creatives consider the Netherlands to be more friendly, hospitable/welcoming and open than other groups.

## BACKGROUND

**Age** 18- 24 years is a relatively big group (15%), while 25-34 years is underrepresented (17%).

**Family** 32% is married and 48% has children, both below average.

**Work** Most work fulltime, (42%), but also relatively many students (7%) and relatively few do not work (19%).

## HOLIDAYS

**International Holidays** More than three-quarters has undertaken an international holiday in the past 3 years. While in other segments beach holidays are most popular, for Creatives city trips are most popular (39%), followed by beach holidays, sightseeing and nature holidays.

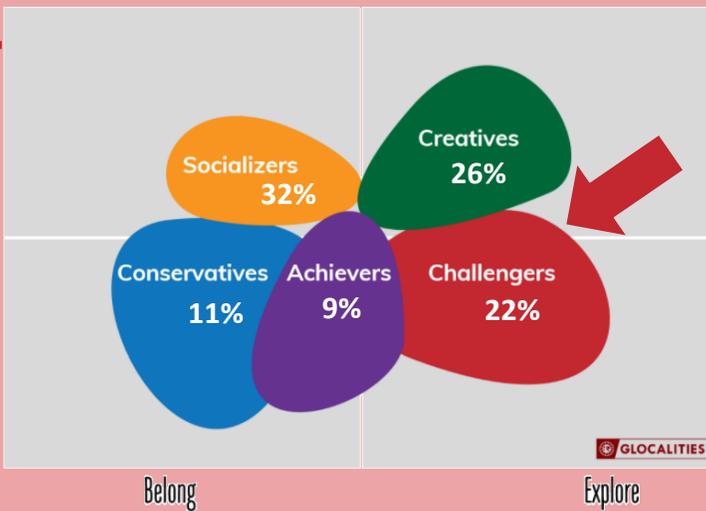
**Holiday in the Netherlands** 90% considers the Netherlands as holiday destination, mostly for city trips, cultural holidays and sightseeing. The main motivations are experiencing culture, relaxation and getting away.

*“Open-minded, idealist who adhere to self-development and culture”*



# Challengers

Authority    Luxury    Ambitious    Status    Successful    Wealth    Spending    Exhibitionism    Fun



## HOBBIES & FREE TIME

Challengers enjoy partying, sports and Hip-hop music. Due to the focus on their career, they have relatively little free time. This group prefers consuming, in which quality and design are important.

## HOLIDAYS

**International Holidays** More than three-quarters has undertaken an international holiday in the past 3 years. Most popular are beach holidays (32%), followed by city trips, nature holidays and tours.

**Holiday in the Netherlands** Around 85% considers the Netherlands as holiday destination, mostly for city trips, cultural and nature holidays. The main motivations are relaxation, getting away and experiencing culture.

## COUNTRIES

% of total population

	Belgium	23%		UK	21%
	Germany	18%		USA	31%
	France	18%			

## IMAGE OF THE NETHERLANDS

Challengers consider the Netherlands to be less friendly, open and hospitable/welcoming than other groups.

*“Competitive careerist, fascinated by money taking risks and adventure”*

## COMMUNICATION: DO'S & DONT'S

- Quickly get to the point, keep it short
- Use attractive models with authority
- Put pressure on them to decide to buy
- Free products are appreciated
- No details or humorous attempts
- Use the “Foot in the door” principal
- Emphasize the advantages of previously made decisions

## BACKGROUND

**Age** The main group is 18-44 years, which is overrepresented (73%)

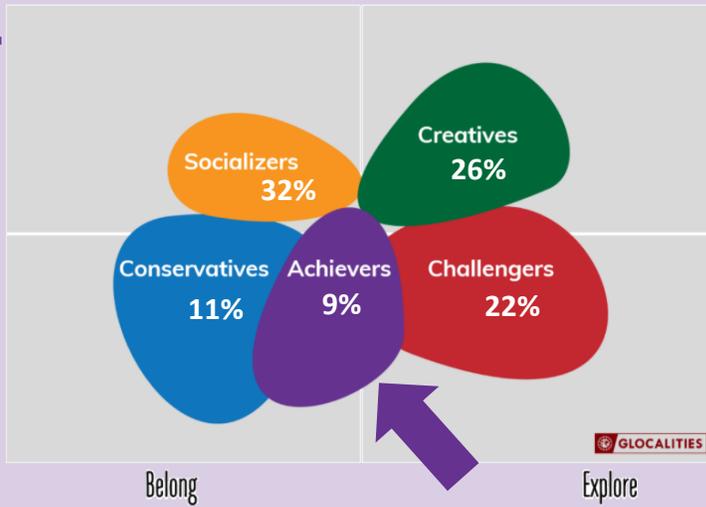
**Family** 33% is married and 54% has children, both below average.

**Work** Most work fulltime (47%), above average.



# Achiever

Vitality Self-confident Innovative Glamour Family Helping others Adventure Successful Goals



## COUNTRIES

% of total population

 Belgium 6%	 UK 8%
 Germany 9%	 USA 10%
 France 11%	

## COMMUNICATION: DO'S & DONT'S

- Provide a clear plan to reach the goal
- Ensure them they have nothing to lose
- Provide multiple options/insights
- Don't be pushy and give no guarantees
- Use relatable people in your message
- Include organizations or people with authority

## HOBBIES & FREE TIME

Achievers enjoy divers and adventurous hobbies. Reading (professional literature), photography, parties, healthy food and sport are popular. This group also like to help others and contribute to their community.

## HOLIDAYS

**International Holidays** 86% has undertaken an international holiday in the past 3 years. Most popular are beach holidays (more popular than in other segments, 48% has taken a beach holiday in last 3 years). Other holidays are city trips, nature holidays and sightseeing.

**Holiday in the Netherlands** 90% considers the Netherlands as holiday destination, mostly for city trips, cultural holidays and sightseeing. The main motivations are experiencing culture, relaxation and getting away.

## IMAGE OF THE NETHERLANDS

Achievers consider the Netherlands to be more friendly, social and reliable than other groups.

*“Entrepreneurial networkers, who focus on family and community life”*

## BACKGROUND

**Age** 25-34 years is a relatively big group (26%), while 55+ years is underrepresented (19%).

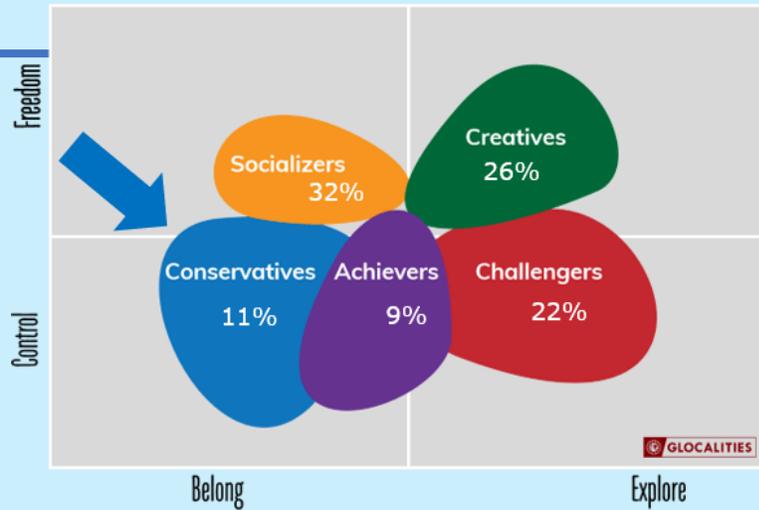
**Family** 43% is married and 56% has children

**Work** Most work fulltime (52%) and relatively many are students (8%). Relatively few do not work (17%) or are retired (8%).



# Conservatives

Traditional Spiritual Caring Healthy Loyal Obedient Honour Responsible Authority



## HOBBIES & FREE TIME

Conservatives like gardening, sports events, theatre and (classical) music concerts. Family, religion and stability are appreciated.

## HOLIDAYS

**International Holidays** Around two-third has undertaken an international holiday in the past 3 years. Most popular holidays are beach holidays (35%) and city trips (24%).

**Holiday in the Netherlands** 80% considers the Netherlands as holiday destination, mostly for city trips, sightseeing and nature holidays. The main motivations are experiencing culture, relaxation and getting away.

## COUNTRIES

% of total population

	Belgium	9%		UK	8%
	Germany	12%		USA	15%
	France	12%			

## IMAGE OF THE NETHERLANDS

Conservatives consider the Netherlands to be more hospitable and internationally oriented than other groups. However, they also see the Netherlands as relatively less friendly.

*“Conservatives are family-oriented people who value tradition, etiquette and organized life”*

## COMMUNICATION: DO'S & DONT'S

- Quickly get to the point
- Ensure them they have nothing to lose
- Give them some guarantees, they fear wrong decisions
- Use relatable people in ads (not attractive models)
- Don't be pushy
- Metaphors are not appreciated

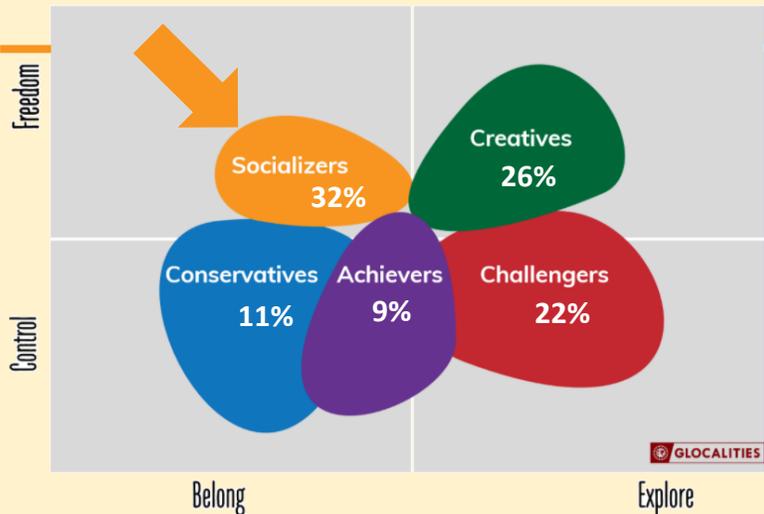
## BACKGROUND

**Age** Relatively big group of 45+ (24%), while 18-24 years is underrepresented (3%).

**Family** 57% is married and 69% has children, both above average.

**Work** Most work fulltime (30%), but relatively many conservatives do not work (27%) or are retired (25%).





# Socializer

Safety Responsible Respectful Obedient Caring Entertainment Freedom Sharing Pleasure

## HOBBIES & FREE TIME

Socializers like entertainment, freedom and spending time with family. They enjoy movies, music, gardening and playing games. Besides, this group enjoys purchasing products with a rich backstory or on sale.

## HOLIDAYS

**International Holidays** Almost two-third has undertaken an international holiday in the past 3 years. Most popular are beach holidays (37%) and city trips (24%).

**Holiday in the Netherlands** 80% considers the Netherlands as holiday destination, mostly for city trips, sightseeing and nature and cultural holidays. The main motivations are relaxation, getting away and experiencing culture.

## COUNTRIES

% of total population

	Belgium	36%		UK	38%
	Germany	32%		USA	21%
	France	30%			

## IMAGE OF THE NETHERLANDS

Socializers consider the Netherlands to be more friendly and hospitable/welcoming than other groups. However, they also see the Netherlands as relatively less tolerant.

*“Sociability seekers who love entertainment, freedom, family and values”*

## COMMUNICATION: DO'S & DON'T'S

- Ensure them they have nothing to lose
- Give them some guarantees
- Be humorous
- Provide multiple options/insights
- Not perceptive to pressure
- Do not use attractive models or authority

## BACKGROUND

**Age** 45 years and older is a relatively big group (59%), while 18-24 years is underrepresented (6%).

**Family** 44% is married and 63% has children, both above average.

**Work** Mostly fulltime (38%) and relatively many work parttime (13%), do not work (25%) or are retired (19%).

