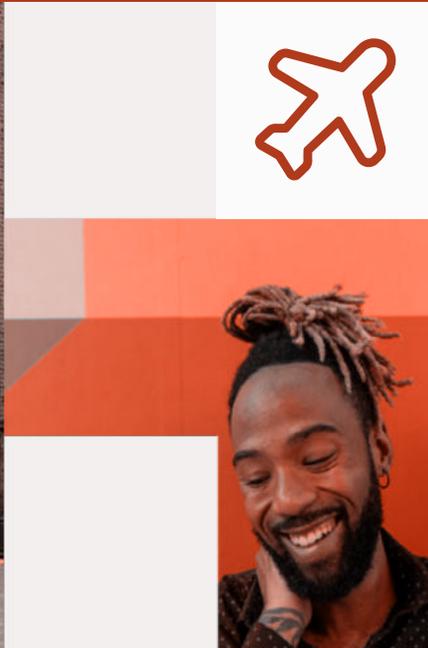


audience  
spectrum

MOTIVATION  
GUIDE

# Metroculturals





## Prosperous, liberal urbanites, interested in a very wide cultural spectrum.



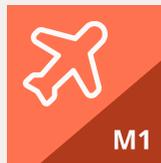
**Ranked first for engagement**



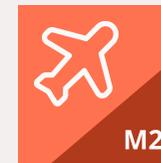
**of UK Population**

Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, engage more with the performing arts, and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

Metroculturals can be further segmented into these subsegments:



Older, established and high-spending professional elites.



Younger, mobile and emerging metropolitan professionals.

**Explore our Motivation Map and Engagement Phases on the following pages to discover more about how you can engage Metroculturals with your organisation...**

## MAIN MOTIVATIONS

Want to be involved in and feel part of the arts, culture and heritage sector

Eager to influence and impart what is considered 'good' art

Keen to actively advocate for the arts as a worthy cause among peers

Position cultural experiences at the centre of their social lives

Think of arts as helping to form their world view and social understanding

Consider arts to be identity forming, and align experiences with who they are

Segment most likely to say that they attend for intellectual stimulation

## ALIGNED VALUES

Art is a right, not a privilege

Education in arts, culture and heritage shapes who we are

Great art can teach us about ourselves

Art can influence and change political and cultural views

## WAYS TO REACH

Online exhibitions and performances streamed on web platforms

Hyper segmentation, allowing personalized e-newsletters

Interactive social media opportunities, such as polls and inviting opinions



Editorial coverage, online ads and MPUs in publications like The Guardian, The Times, and Financial Times

**The Guardian**

FINANCIAL TIMES

THE  TIMES

Google Ads, and strong SEO driving users to interactive online content



M2

M2s are especially 'always online', e.g. WhatsApp, Twitter, Instagram, and YouTube



M1

M1s are high users of platforms like Apple TV / Music and Spotify

## PROGRAMME PULLS

Experimental work, highlighting more obscure or niche programming

Contemporary dance, art, digital installations, etc, avoiding heavily commercial offerings

Visiting exhibitions from known organisations, at home and abroad

High quality and refined cultural offers

 M2s are especially keen on contemporary drama

M2

Classical concerts with a modern spin, such as film soundtracks, drum and bass orchestras, etc

Independent and cult film programming

Humanitarian speakers and events headlined by cultural leaders

Festivals and cause-led seasons

 M1s engage with high levels of online gaming and are the most likely to try VR/AR events

M1

 M1s also invest in taking children to cultural events and activities for inspiration

M1

## ADDED EXTRAS

Priority booking for 'must sees'

Premium seats, and exclusive / VIP only access and experiences

Access to flexible services, such as ticket exchange programmes

Mobile tickets and last-minute booking

Cafés with good coffee and Wi-Fi

Highly rated restaurant or bar

Gift shops, both on-site and online

Public transport links, taxi ranks and bike racks

## WAYS THEY SUPPORT

Patron and other major donor schemes

Outdoor arts donations and collections

Museum donations (<£100)

Humanitarian focused campaigns

Flexible volunteering opportunities

As guest speakers, lecturers, and trustees (especially in museums)

Art auctions or exclusive rewards through crowdfunding, like Kickstarter

Priority / VIP membership (high level)

**REACH**

**INTEREST**

**ACTIVATE**

**COLLABORATE**

Create targeted newsletters highlighting online events

Create editorial and blogs highlighting themes of work

Invite local professionals to follow on LinkedIn

Target areas with high levels of Metroculturals with a unique festival, via Instagram

Share an 'our social impact' stats newsletter

Send a pre-show email with an invite to a post show discussion

Target with a membership that provides priority booking and access to exclusive events

Offer complimentary upgrades or access for previous support and attendance

Invite to an auction or fundraiser event

Create polls and open opinion pieces on Instagram, Twitter, and LinkedIn

Invite to a patron or other major donor event as VIPs

Target them for a regular donation scheme (£££), via monthly direct debit

Share their relevant content from social media and actively communicate with them online

Invite local professionals, arts scholars, lecturers, etc to participate in panels, debates, and other events

Target them for one-off, non-time-intensive opportunities, like festival volunteering

Highlight ambassadorships, trustee opportunities patronages, etc, and target them to join

# Interested in more?

Find out more about Audience Spectrum, Metroculturals, and its subsegments on The Audience Agency site

[Read more about Metroculturals and its subsegments >](#)

## Want some help with this?

We have Audience Spectrum Persona Workshops available where we'll work with you to explore the segments most prevalent in your own audiences and how to apply this knowledge to your day to day work.

[Find out about Persona Workshops and our other Audience Spectrum Enhancements >](#)

Have a success story about working with Metroculturals you'd like to share?

Get in touch at:

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