Trips & Treats
Mainstream arts and popular culture fans influenced by children, family and friends.

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

Trips & Treats can be further segmented into these subsegments:

- Modern young families, building a future (T1)
- Settled families with established lifestyles (T2)

Explore our Motivation Map and engagement phases on the following pages to discover more about how you can engage Trips & Treats in your organisation...
**Main Motivations**

- Something that we can enjoy together with our family and friends
- Something that the majority of the children in our group are either interested in, or passionate about
- Something the children can benefit and learn from, whilst having fun
- Something we can do that is within budget and good value for money

**Aligned Values**

- Quality time with family is about making memories and having fun
- Young people accessing and enjoying arts, heritage and culture is important for their development
- Accessibility, fun and good value for money are all essential

**Ways to Reach**

- Clear, informative and regularly updated website listings pages
- Local Facebook and WhatsApp groups focussed on engaging parents
- Achieve T1 wider reach with T1s specifically, via Instagram, TikTok, and Facebook
- No fuss newsletters with clear details and bookings options
- Targeted e-shots, door drops and posted ‘family fun’ guides
- Street advertising, lamppost banners, bus stop and rail ads
- Local newspapers and radio, as well as a range of tabloids, most prominently The Sun and The Daily Mail
- Posters and brochures in children centres, libraries, scout/guide huts
- School partnerships, like featuring in book bags and on poster boards
- Events, workshops and showcases at local schools
PROGRAMME PULLS

- Free family fun days and drop in workshops for younger children
- Mainstream popular culture events, plus children’s books transfers, and musicals
- Pantomime and family traditions, music events, and circus attractions
- Talks or signings from sporting heroes
- Local classes being held at your venue, such as dance, Zumba, and yoga

T2s are especially open to mainstream music, musicals, and familiar plays
Whereas T1s’ attention will be more caught by family shows

WAYS THEY SUPPORT

- Open to sign up for Smile as regular Amazon users
- Mid to high level (£50>£90) one off donations at annual events
- Event or activity specific volunteering, especially for family events
- Donations to children's programmes or education facilities (>£20)

ADDED EXTRAS

- Restaurant partnership packages with nearby chains and family favourites
- Family packages, meal + entry deals, coupons, and group discounts
- Free drink and snack with each ticket
- Child friendly menu choices
- Small, inexpensive trinkets and toys in gift shops and kiosks for children to buy
- Interactive and play-friendly areas incorporated into displays
- Good parking facilities and security
## TRIPS & TREATS ENGAGEMENT PHASES

### REACH
- Create clear, outdoor based campaigns with repetitive and brand enforcing content
- Create partnership deals with nearby restaurants that offer family friendly dining
- Secure annual deals with local newspapers and radio stations to keep in their ‘view’
- Target with programme based newsletters, leading with family and inclusive events

### INTEREST
- Target participants in specific local Facebook groups focused on family and children
- Invite parents to attend a youth club or youth theatre tester session with their children
- Target with a membership that provides family discounts and package ‘outings’
- Door drop a family events specific guide for the upcoming season, in areas with high numbers of Trips and Treats

### ACTIVATE
- Invite to a free family fun day with workshops
- Encourage them to highlight the chance to join a youth board to their older children
- Invite parents to share offers, days and event to their school WhatsApp groups
- Approach them for a low donation to support children’s theatre, youth programmes or educational spaces

### COLLABORATE
- Invite parents and older children to write blogs, reviews and articles about the events and exhibitions they attend
- Invite to become a school links ambassador, supporting communications between schools and your venue
- Request fundraising volunteers to support the launch of a new creation space or youth programme
- Offer to bring a presentation, workshop, season launch, or similar to their community hall, child’s youth group or school
Interested in more?

Find out more about Audience Spectrum, Trips & Treats, and its subsegments on The Audience Agency site

Read more about Trips & Treats 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