



EXPERIAN AUDIENCES GUIDE

New Year's Resolutions

Read more 



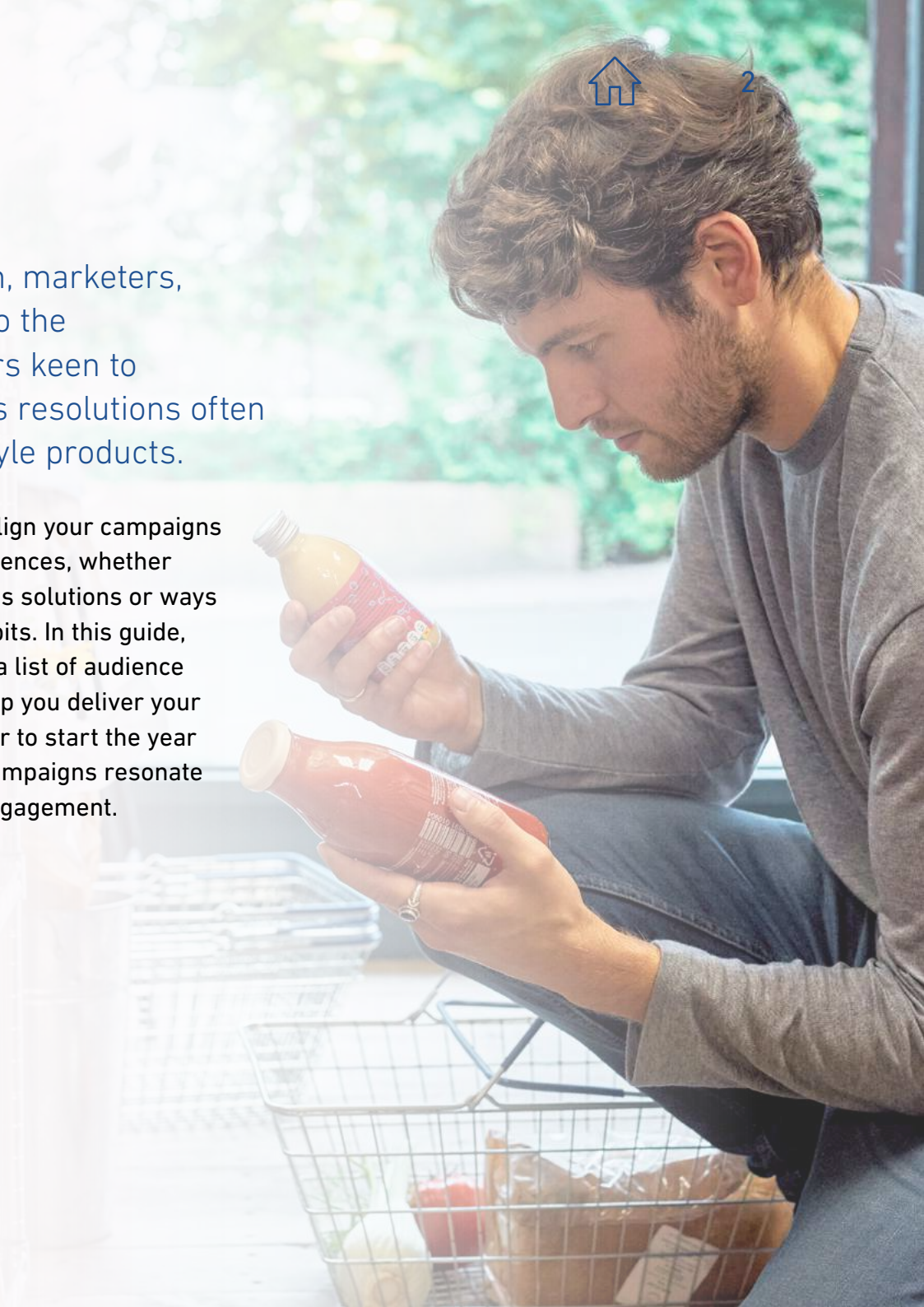


New Year's Resolutions

As campaign planning for the festive season winds down, marketers, media planners, and agencies will look to shift focus onto the opportunities presented by the New Year. With consumers keen to embrace positive changes for the year ahead, New Year's resolutions often lead to spikes in spending on health, wellness, and lifestyle products.

New Year campaigns are likely to focus heavily on programmatic and PPC strategies, particularly for targeting those interested in healthy eating, fitness, and positive new habits. While there may still be some brand campaigns from larger retailers on TV, the bulk of the marketing efforts will lean towards more targeted, digital-first approaches. As a result, data-backed digital audiences will be crucial for effectively reaching consumers most likely to engage with these ads.

Experian can help you align your campaigns with these targeted audiences, whether they're looking for fitness solutions or ways to support their new habits. In this guide, we've carefully curated a list of audience recommendations to help you deliver your messages to those eager to start the year afresh, ensuring your campaigns resonate and drive meaningful engagement.





Which audiences does Experian recommend for your **New Year's** campaigns?

Here are a few of our syndicated audiences that we recommend considering as part of your media planning.

Spend insight audiences

High or frequent spenders for healthy lifestyle purchases including Gym Memberships and Health Food stores.

.....

- Intent (Purchase) - Health & Beauty - Healthy Eating
- Intent (Purchase) - Health & Beauty - New Years Resolutions - Healthy Living
- Intent (Purchase) - Health & Beauty - Gyms & Health Clubs
- Intent (Purchase) - Retail - Fashion - Sportswear

Interest-based audiences

These audiences can help clients reach consumers with an affinity or interest aligned with their brand, product or service. Experian offers a wide range of health-focused audiences, which are prime targets for New Year's Resolutions focused on living a healthier lifestyle.

.....

- Interest (Affinity) - Health and wellbeing - Lifestyle behaviours - Wearable devices encourage healthy lifestyle
- Interest (Affinity) - Health and wellbeing - Lifestyle behaviours - Exercise once a week
- Interest (Affinity) - Health and wellbeing - Gym membership - Have an annual membership
- Interest (Affinity) - Health and wellbeing - Dietary behaviours - Take health supplements for training
- Interest (Affinity) - Health and wellbeing - Dietary behaviours - Eat vegan products daily
- Interest (Affinity) - Health and wellbeing - Dietary behaviours - Flexible vegetarian
- Interest (Affinity) - Health and wellbeing - Dietary behaviours - Consider organic labels



Custom Audiences: Mosaic Types

Did you know you can also utilise custom Mosaic audiences for your New Year campaigns? Mosaic is Experian's proprietary classification tool which segments the UK population into 15 groups and 66 detailed types. Our Mosaic audiences build on this insight to cluster together groups of people with similar demographic and behavioural attributes.

- Mosaic UK 7 - Everyday life - Exercise - 2+ hours a week
- Mosaic UK 7 - Everyday life - Gym/Leisure Centre - Gym or health club in leisure centre
- Mosaic UK 7 - Everyday life - Gym/Leisure Centre - Swimming or other facilities in leisure centre
- Mosaic UK 7 - Everyday Life - Organisations - Sports/hobbies club
- Mosaic UK 7 - Everyday life - Sports equipment - Bicycle
- Mosaic UK 7 - Everyday life - Sports equipment - Exercise equipment (e.g. exercise bikes)

Custom Audiences: Mosaic Shopper

Our Mosaic Shopper segmentation focuses specifically on consumer behaviours and patterns in relation to shopping purchases. It includes insight such as when they are most likely to make their Christmas purchases and how much they're willing to spend.

- Mosaic UK7 Shopper - Magazine type read - Health/Fitness
- Mosaic UK7 Shopper - Magazine type read - Men's interests/lifestyle
- Mosaic UK7 Shopper - Magazine type read - Women's interests/lifestyle
- Mosaic UK7 Shopper - Magazine type read - Men's Health
- Mosaic UK7 Shopper - Magazine type read - Women's Health



Need further guidance?

Experian Syndicated Audiences include attribute rich consumer insights to help you target new prospects or more effectively reach your existing customers across a multitude of verticals and categories including:



Auto



Charity



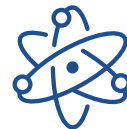
Food & Drink

Entertainment
& LeisureHealth
& Beauty

Retail & CPG



Travel



Tech



How to activate Experian audiences

Our Syndicated Audiences are available off the shelf via a range of our partner platforms so you can activate the audiences across social, programmatic, OOH and CTV.

Some of our partner platforms

Samsung SMART TV

Meta

eyeota
A Dun & Bradstreet Company

/LiveRamp

Require a custom audience? We can help you build and activate an Experian audience on the platform of your choice. Combine multiple off-the-shelf audiences to create a tailored selection for yourself, or work with our audience team to build a bespoke audience.

Our consultants can spin up audiences at speed, to create in-the-moment audiences that respond to a topical event – or tailor-made audiences to help with use cases such as competitor conquests or win-back campaigns.

For more information, reach out to your Experian account manager or our dedicated Audiences inbox

Connect with our audience team



Registered office address:
The Sir John Peace Building, Experian Way,
NG2 Business Park, Nottingham, NG80 1ZZ

www.experian.co.uk

© Experian 2024.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331.

The word "EXPERIAN" and the graphical device are trade marks of Experian and/or its associated companies and may be registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU.

All rights reserved.