



**JOIN THE MEDIA INDUSTRY STANDARD BY  
MAXIMISING YOUR LOCATION POTENTIAL**

**CACI**

# ARE YOU MAXIMISING THE POTENTIAL OF YOUR MEDIA BUSINESS?

In the competitive world of media advertising and marketing, knowing your audience is key. Whether it's digital-out-of-home advertising, agencies pitching and providing performance marketing for their clients, or digital and print media targeting; understanding the consumer is essential.

Yet how do you evidence to your customers that you not only know the consumer but can demonstrate their value, brand alignment and most importantly, how they interact with different types of media both spatially and by channel.

Our models and solutions; driven by unrivalled real-world data and in-depth sector knowledge, can help.

**For example: meet “Rising Prosperity” - the consumer group that engages with media content more than any other group with the UK**

## THE RISING PROSPERITY PROFILE

One of the biggest users of media and entertainment



64%

more likely to use the internet for more than 20+ hours each week.



33%

higher than average who say they couldn't live without internet on their mobile.



2x

likely to pay for and download 5 or more apps on their mobile device.



56%

more likely to watch tv on a mobile device.



51%

more likely to purchase theatre tickets online.



Highest propensity to download podcasts.



2.5x

more likely to eat at premium restaurants, however will visit mass pubs, typically as a group.



The most diverse choice of holiday destinations, the top three including Asia, Africa and Australia.



Their main reason for shopping online is 'the ease and the restriction on their time'.

85%

more likely to make travel plans via the internet.

### BRANDS OF CHOICE INCLUDE:

#### RETAIL

J.CREW

**The Kooples**

 **kate spade**  
NEW YORK

OLIVER BONAS

Sweaty Betty

ANTHROPOLOGIE

#### CATERING

POLPO



Pho



**FRANCO MANCA**  
Leopoldo Pizzeria

Los IGUANAS

wahaca

#### WEBSITES

 Mr & Mrs Smith

NET-A-PORTER

 TimeOut

 airbnb

 OpenTable

**BuzzFeed**

#### SOCIAL MEDIA

 YouTube



**FOURSQUARE**  
FIND YOUR PLACE

**tinder.**



**LinkedIn**

# PARTNER WITH CACI & JOIN THE INDUSTRY STANDARD.



## EXCLUSIVE DATA PROVIDER FOR OFFICIAL UK ADVERTISING STATISTICS

CACI data is part of Route, providing audience estimates to the out-of-home industry. CACI is also the sole data provider to the UK advertising industry's Joint Industry Committee for Population Standards (JICPOPS) for measuring audiences for all UK media.

JICPOPS

Organisations relying on the data include the IPA (Institute of Practitioners in Advertising), the MRS (Market Research Society), the NRS (National Readership Survey), the ISBA, JICREG, BARB, RAJAR, Route and UKOM (UK Online Measurement Company).

## MARKET-LEADING SOFTWARE & CONSUMER INSIGHT TO MAXIMISE YOUR DATA & POTENTIAL



CACI and our clients utilise the unique models and data within InSite, our geo-marketing software. We do this to understand the behaviour and value of consumers in and around their assets to optimise and realise their potential.



Acorn is a powerful consumer classification that segments the UK population and is coded up on most market research panels. By analysing demographic data, social factors, population and consumer behaviour, it provides precise information and an understanding of different types of people. Acorn provides valuable consumer insight helping all areas of the media industry to target, acquire and develop their proposition and maximise the value of their assets.

## PARTNER OF INDUSTRY LEADING CLIENTS


CACI's media consultancy, unique data and models enables Precision, AMS Media Group, DMG Media, J C Decaux, Ocean Outdoors and Rapport to better understand the potential of their locations and drive a better return on their media investment.



**Maximise the potential of your media business with CACI today. Get in touch with our team.**

**CACI**





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