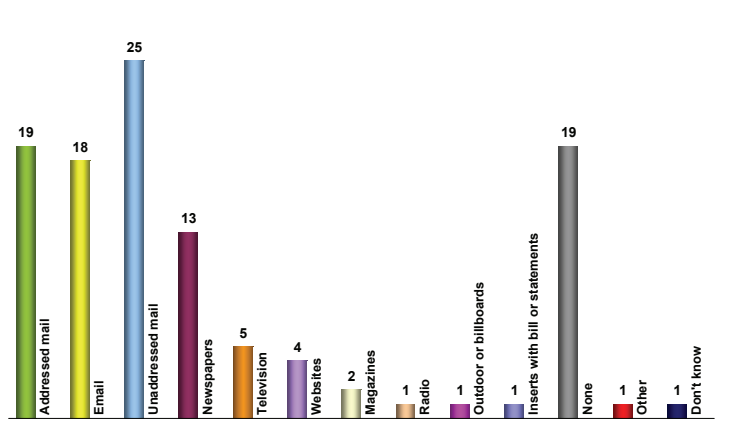




**What media should  
leisure and entertainment  
consider to reach their  
customers and prospects?**

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of leisure and entertainment companies prefer to receive marketing communications via:

**25%** Unaddressed mail  
**19%** Addressed mail  
**18%** Email

### Key demographics

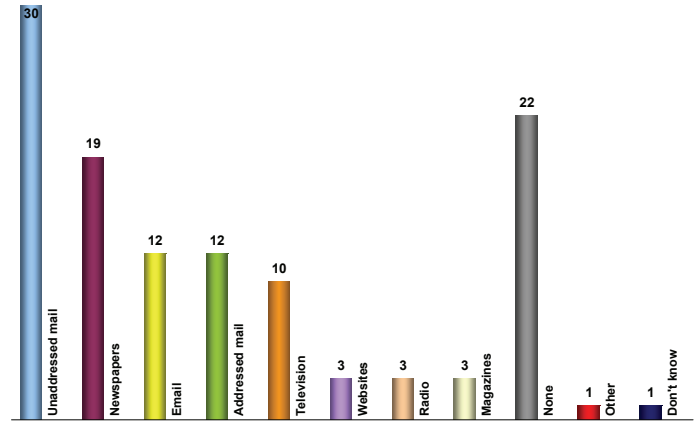
- The preference for addressed mail is most marked amongst the youngest age band (26% of 18-29 year olds expressing a preference for this channel).
- Demand for marketing communications through any channel declines with age.

Base: Leisure and entertainment customers n = 503

## INSIGHTS

While unaddressed mail is the most preferred channel for marketing messages from leisure and entertainment companies, newspapers continue to be important, at least for reaching prospective customers. The preference for newspapers also tends to increase with income and education level.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of leisure and entertainment companies prefer to receive marketing communications via:

**30%** Unaddressed mail  
**19%** Newspapers  
**12%** Email

### Key demographics

- The preference for unaddressed mail is fairly consistent across the demographic bands, dipping only slightly in the 55-64 age range.
- The preference for email communications is highest in the 18-29 age range.

Base: Leisure and entertainment customers n = 501

## SPOTLIGHT ON DIRECT MAIL

The preference for addressed mail is highest in the 18-29 age range, with 26% selecting this channel. As this group are high consumers of leisure and entertainment products, it highlights the opportunity of using addressed mail to send highly targeted and compelling offers.