

Our Audience - Your Customers

The Data Sheet

Our Research

Considering many UK retailers are selling similar products, we have researched the factors for the general public aged between 16-60 which make them choose their brands.

Out of 100 participants, **45% stated the best value for money, 23% customer service, 2% the local shop & 30% a social cause that a brand supports.**

The Outcome:

I propose, adding meaningful value to your brand which will outline your existing mission and values. We will help you achieve that by wrapping up your sponsorship with a good cause supporting the children in need.

The Activators:

We are to invite content creators and celebrities with thousands of followers and some politicians and business owners. That is to provide a well-blended mix of both C2B & B2B audiences.

Content Creators:

5 x Food and Wine with over 100K followers on Instagram/YouTube

3 X Art & Design with over 100K followers on Instagram/YouTube

Celebrities:

2 x Singers with over 1M followers on Instagram

Politicians:

20 x Government officials (well-streamed)

Business owners:

50 x various business owners

REMEMBER: We are to consider the specific audience of our sponsor and make adjustments by inviting influencers having their niche audience. That is to ensure we deliver not only brand exposure but actual SALES.

Your Audience & Our Delivery

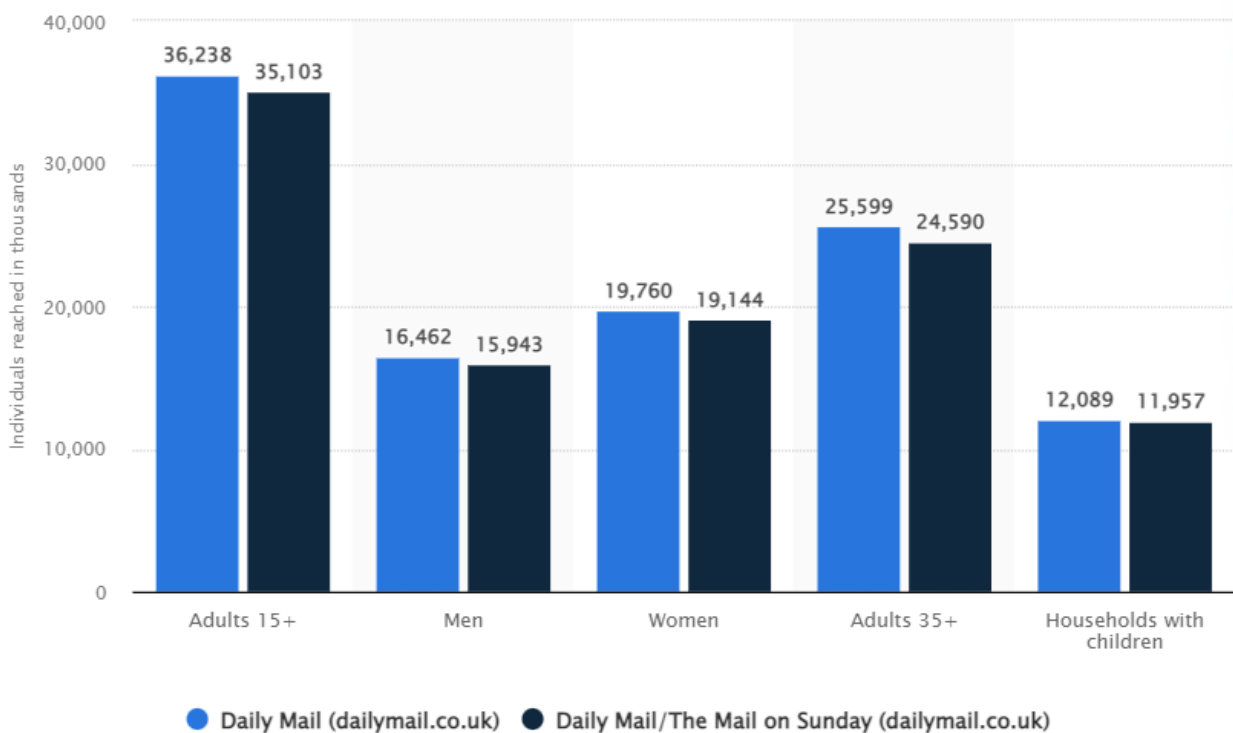
We will not only target your niche audience but also present you with, statistics of engagement from the day of the event for up to four weeks after the event. Stats will be collected from all media platforms that will give your brand exposure. These will be analysed and presented in a readable format with evidence attached. We promise to help you increase sales after the event.

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Monthly reach of Daily Mail and The Mail on Sunday newspapers in the United Kingdom from April 2019 to March 2020, by demographic group

• [Daily Mail and The Mail on Sunday: UK reach by demographic 2020 | Statista](#)



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[Show source](#)

Additional Information

The above statistic estimates figures for the average monthly reach of both The Telegraph & The Daily Mail in case your brand wants to get featured in one. Our connections with journalists working there can help your brand participate in a story that will touch the hearts of thousands of British people.

Please Note: Detailed reports showing the number of people from your niche and other related audiences can be provided upon request. That is to prevent generalisation as we aim to meet our sponsors' individual needs.