

Marketing to Men - UK - January 2016

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“Half of all men admit that they are largely apathetic towards advertising, reflecting how many find themselves unable to identify with the men they see in ad campaigns.

There is now an opportunity for brands to change this, with brands using advertising to more fully identify with the average man, and using regular-shaped models in their campaigns.”

– Jack Duckett, Consumer Lifestyles Analyst

This report looks at the following areas:

- Representing the average man
- Highlighting the role of men in the home
- Engaging with the older man

Over the last few years the representation of men in marketing campaigns has become out of step with reality, leading to half of all men agreeing that they are largely apathetic towards advertising. Men find it hard to identify with the Adonis-like men who now pervade the advertising landscape, whilst the portrayal of men as incompetent in the home has fast become an outdated stereotype as men accrue more and more domestic responsibilities.

This report will go into more detail about men's lifestyle priorities and how these differ by age, as well as examining the factors they consider when buying products. It will also explore men's attitudes towards advertising and their views on a number of major advertising themes.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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