

Marketing to Men - UK - February 2017

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“Marketing aimed at men continues to be heavily focused on high-achieving sportsmen and well-groomed male models, offering the brands behind them little differentiation in the minds of those they are targeting. This paves the way for brands to take a different approach in their campaigns, such as featuring role models that tap into men’s strong belief in equality and family.”

– Jack Duckett, Research Analyst

This report looks at the following areas:

- Men as champions for gender equality
- Focusing on 'real' male role models

The men’s marketing landscape has become saturated with images of hyper-athletic male models and high-profile sportsmen, meaning that these types of campaign no longer offer the brands behind them the same level of differentiation they may once have enjoyed.

Today’s men value role models that are considerate and hard-working above those that are in good physical shape, indicating that brands can breathe new life into marketing strategies by considering a move away from aesthetics and towards a focus on the actions and beliefs of brand ambassadors. With strong agreement from men on issues of gender equality, in both the workplace and the home, brands could particularly benefit from championing the role they play in creating a fairer society.

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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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