

Marketing to Men - UK - January 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Men’s mental health has become an increasing concern in recent years. While there is often particular emphasis placed on the high number of male suicides, the problem is much broader than this, and many men suffer in silence.”

– **Jack Duckett, Senior Consumer Lifestyles Analyst**

This report looks at the following areas:

For businesses there are undoubtedly reputational benefits to be had for those that help to break down the stigma that still surrounds mental illness and encourage men today to be more proactive towards their mental wellbeing.

- **Getting men to “open up” about their mental wellbeing**
- **A more dynamic representation of older men in advertising**

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Marketing to Men - UK - January 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Executive Summary

The market

Booming senior male population

Number of dads continues to rise

Younger men in need of more mental health support

The consumer

Tech proves lead area of interest in advertising

Figure 1: Interest in sector advertising, October 2018

TV commercials remain important point of connection

Figure 2: Appeal of advertising mediums, October 2018

Targeting men with diversity

Figure 3: Interest in diversity in advertising, October 2018

Two thirds of all men feel as stereotyped as women in advertising

Figure 4: Attitudes towards advertising, October 2018

Men want ads that make them laugh

Figure 5: Memorable elements in advertising campaigns, October 2018

Sharing advertising content

Figure 6: Behaviours around advertising in the last 6 months, October 2018

A more positive approach towards representing older men

Figure 7: Positive representations of men in advertising, October 2018

Encouraging a more proactive approach to health problems

Figure 8: Attitudes towards social stereotypes, October 2018

Getting men to open up

Figure 9: Comfort with discussing personal issues, October 2018

Men too embarrassed to seek help for mental health issues

Figure 10: Barriers to seeking mental health help, October 2018

What we think

Issues and Insights

Getting men to "open up" about their mental wellbeing

The facts

The implications

A more dynamic representation of older men in advertising

The facts

The implications

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Men - UK - January 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Market – What You Need to Know

- Booming senior male population
- Number of dads continues to rise
- Engaging older men about their physical wellbeing
- Younger men in need of more mental health support
- Senior males prove the most financially confident
- Taking inspiration from contemporary feminist theory

Market Drivers

- Demographic factors
 - Booming senior male population
 - Figure 11: Trends in the age structure of the UK male population, 2013-23
- Brands must remember dads
 - Figure 12: Number of mums and dads with dependent children in the household, UK, 2000-17
- Healthy Living
 - Engaging older men about their physical wellbeing
 - Figure 13: Men's perceptions of the healthiness of their habits, August 2018
 - Younger men in need of more mental health support
 - Figure 14: Men's perceptions of the healthiness of their mental health habits, August 2018
- Financial situation
 - Older men are the most financially confident
 - Figure 15: Financial situation amongst men, by age, November 2018
- Gender-based issues
 - Taking inspiration from contemporary feminist theory
 - University gender gap stretches on
 - Figure 16: HE student enrolments, by gender, 2012/13 to 2016/17

The Consumer – What You Need to Know

- Tech proves lead area of interest in advertising
- Highlighting travel opportunities for today's senior men
- TV commercials remain important point of connection
- Synthesising outdoor and social media marketing
- Targeting men with diversity
- The disabled in advertising
- Two thirds of all men feel just as stereotyped as women in advertising
- Men want ads that make them laugh
- Sharing advertising content
- A more positive approach to older men
- Encouraging a more proactive approach to health problems
- The lonely young

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Marketing to Men - UK - January 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Getting men to open up

Men too embarrassed to seek help for mental health issues

Interest in Sector Advertising

Tech proves the lead area of interest in advertising

Figure 17: Interest in sector advertising, October 2018

Targeting food and drink marketing at men

Just 3% of all men express interest in BPC advertising

Figure 18: Bulldog 'Bulldog understands men' campaign, September 2017

Highlighting exciting travel opportunities for today's senior men

Figure 19: Interest in sector advertising, by age, October 2018

Appeal of Advertising Mediums

TV commercials remain important point of connection

Figure 20: Appeal of advertising mediums, October 2018

Low engagement with digital advertising

Figure 21: Knorr charity click initiative, April 2018

Synthesising outdoor and social media marketing

Figure 22: Appeal of advertising mediums, October 2018

Figure 23: Screenshot from Nordstrom Men's Store NYC Instagram search and #selfridgesbowl, December 2018

Interest in Diversity in Advertising

Targeting men with diversity

Figure 24: Interest in diversity in advertising, October 2018

Figure 25: H&M 'Close the Loop' campaign, September 2015

Older men neglected by advertisers

Figure 26: IKEA's 'Wonderful Everyday' campaign, July 2016

The disabled in advertising

Attitudes towards Advertising

Two thirds of all men feel as stereotyped as women in advertising

Figure 27: Attitudes towards advertising, October 2018

The industry is working to address stereotyping

Figure 28: Lynx #ItsOkForGuys initiative, June 2017

A more male-friendly approach to feminism

Figure 29: Schweppes' 'The Dress for Respect' campaign, November 2018

Memorable Elements in Advertising Campaigns

Men want ads that make them laugh

Figure 30: Memorable elements in advertising campaigns, October 2018

Attainable aspirations for everyone

Figure 31: Proportion of all men who recall adverts that are aspirational, by household income, October 2018

"Inspiration" rather than "aspiration"

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Men - UK - January 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 32: Nike 'Dream Crazy' campaign, September 2018

Behaviours around Advertising

Sharing advertising content

Figure 33: Behaviours around advertising in the last 6 months, October 2018

Figure 34: Pepsi's 'Live for Now' campaign, April 2017

Positive Representations of Men in Advertising

Young men inspired by male models

Figure 35: Positive representations of men in advertising, October 2018

A more positive approach to older men

Figure 36: Proportion of men who consider men's age to be positively represented in advertising, by age, October 2018

Figure 37: Coca-Cola 'Break free' campaign, January 2018

Attitudes towards Social Stereotypes

Encouraging a more proactive approach to health problems

Figure 38: Attitudes towards social stereotypes, October 2018

Rise of the male "homemaker"

Figure 39: Agreement with the statement "Women are better home-makers than men", by age, October 2018

Figure 40: Mr. Músculo Ruben's Story campaign, April 2017

The lonely young

Figure 41: Agreement with the statement "Loneliness is only a problem for the elderly", by age, October 2018

Comfort with Discussing Personal Matters

Getting men to open up

Figure 42: Comfort with discussing personal matters, October 2018

Figure 43: Ford 'The Elephant in Transit' campaign, April 2018

Figure 44: Dave 'Be the mate you'd want' campaign, November 2018

Barriers to Seeking Mental Health Help

Many men too embarrassed to seek help for mental health issues

Figure 45: Barriers to seeking mental health help, October 2018

Directing younger men to help

Figure 46: Barriers to seeking mental health help, by age, October 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com