

Target Audience Analysis for...

Little White Lies Magazine



Product Analysis

Price	£3.95
Advertisers (mag)	Fashion - Lastexittonowhere T-shirts, Carhartt, Urban Outfitters Film Festivals - Brighton, Korean Cinema, Japan Cinema, ID Fest, Animation Art festivals - Convergence Film making - Shooting People, Open Cinema (for homeless) Comedy - Bill Hicks Film - Documentaries, art house films Music - Belle & Sebastian, Autolux, All Tomorrow's Parties Publications - British Film Quarterly
Reader Interaction	Design competitions
Promotions & Competitions	LoveFilm, Barbican, BFI, Picturehouse, Cinemoi, The Auteurs, Stack Magazine, Shooting People, Urban Outfitters, Grolsch
Content	Reviews, news on upcoming films, high brow articles on themes raised by cult and art house films.

Market Segmentation

Demographic	18-30 Young professionals/students, or graduates with significant disposable income and time rich.
Geographic	No specific however there is a South East/London bias in terms of promotions: Barbican, BFI, Picturehouse, film festivals
Benefit	Likely to enjoy independent and cult cinema, and discussion of film as an art form rather than just entertainment. They want to read about certain key films in great depth and digest unconventional ideas about films and help form opinion. In depth interviews with creative practitioners involved in film may act as inspiration to wannabe filmmakers. May want to look different/cool
Psychographic	Significant amount of free time, into more cerebral leisure activities such as art, liberal politics, independent culture. Most likely to come from a cosmopolitan urban area. Maybe have a flat with stripped wood floors.
Behaviouristic	Likely to subscribe to the magazine and have their collection on display. Into established street fashion, indie electronic and guitar music, contemporary literature. Into comfortable arty festival scene, bars and coffee houses. Internet and design savvy, with some aspirations to work in a creative industry.

Why does the design appeal to the chosen audience?

It feels like quality - due to the weight of the paper and the matte finish Little White Lies is felt like a substantial purchase. This is compared with magazines like *Heat*, *Closer*, even *Empire* and *Total Film* that are glossy and thin, making them feel cheap and dispensable. The use of spot colour on the typography also gives the product a feel of quality. Because of this *Little White Lies* becomes a 'brand' that will reflect well on the reader.

The choice of film - rather than basing the issue on the latest blockbuster or the latest obscure art-house picture, Little White Lies operates somewhere in the middle focusing on interesting and intelligent titles that either have or may well go on to have a cult following. The films also allow a greater cultural discussion that goes beyond the world of cinema. This will appeal to an audience that frequents independent cinemas rather than the multiplexes.

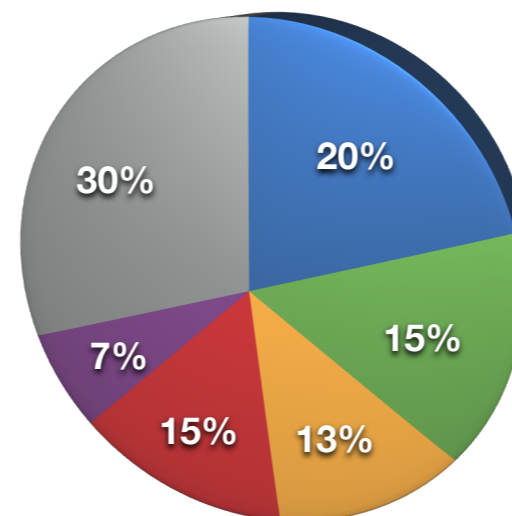
The technique used to create image - rather than using stock photos the main image is hand drawn. This separates the magazine from other film publications such as *Empire* and *Total Film* in terms of visual appeal, but also suggests care and time - the assets are hand created. This suggests that the rest of the magazine will have this unique and original way of representing the world of film, something that discerning filmgoers would appreciate.

The 'challenging' layout - the bold use of the typography over the main image and the inclusion of the barcode in the masthead are both bold design and unconventional design choices. This would appeal to consumers of alternative culture - brands and products that attempt to offer something new and challenge current conventions.

It is created by people who know their movies - the presence of the feathers in the background, the fragmented appearance of the main image shows the reader they have an intelligent understanding of the themes of *Black Swan*. The strap line of 'Truth and Movies' is a bold statement that they are an authentic voice of independent cinema.

It doesn't scream at you - there's a confidence about the design as it has only the one film on the cover and doesn't try to attract consumers with multiple cover lines or promises. It's there to be found and discovered - perfect for consumers that favour alternative and non-mainstream brands.

Estimation of the make-up of the Little White Lies readership



● Aspiring filmmakers
● Design students
● Mainstream film fans
● Fans of the cover film
● Arthouse film fans
● London based Hipsters

Mosaic Geodemographics Summary

Mosaic UK is Experian's system for classification of UK households.

Little White Lies main target audience can be found in **Group O - Urban Intelligence** that 'mostly contains young and well educated people who are open to new ideas and influences'.

Group E are young people that will have gone through higher education, be of liberal ideas, have access to disposable income and be open to new experiences and value 'authenticity over veneer'. This fits perfectly in to Little White Lies values that attempt to be:

A new type of film magazine.

Adopts a serious tone about film.

Is aimed at an inner city (mainly London) readership.

Claims to be about Truth so aims to have 'authenticity'.

The tone of the writing is high-brow analysis and exploration of themes so anticipates (maybe requires) an intelligent readership.

The design of the magazine is often abstract and arbitrary aimed at a design and brand savvy consumer.