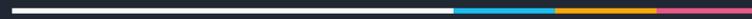


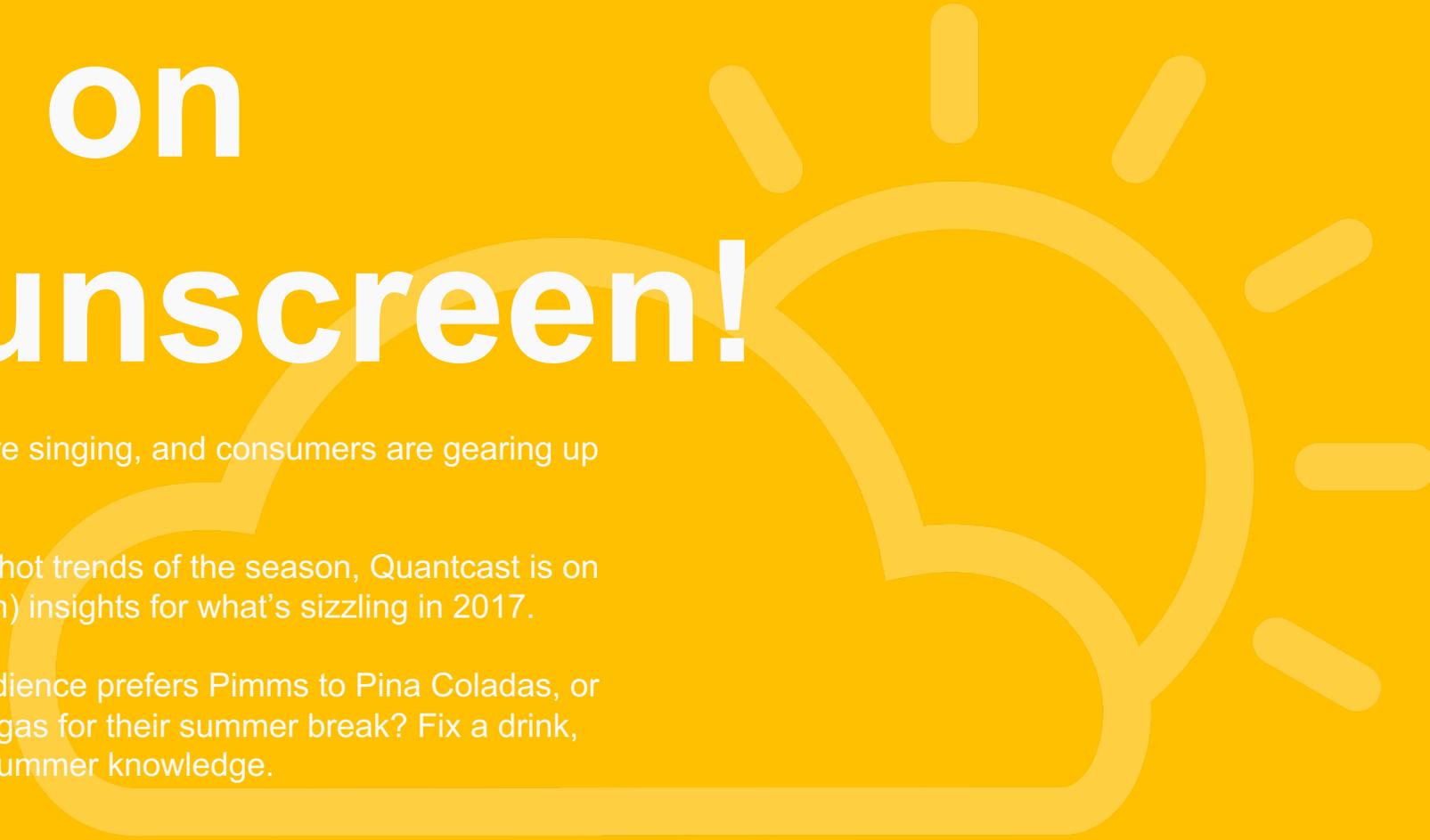
quantcast®

2017

# UK Summer Insights



# Bring on the sunscreen!



The sun is shining, the birds are singing, and consumers are gearing up for the summer.

As brands try to anticipate the hot trends of the season, Quantcast is on hand with some timely (and fun) insights for what's sizzling in 2017.

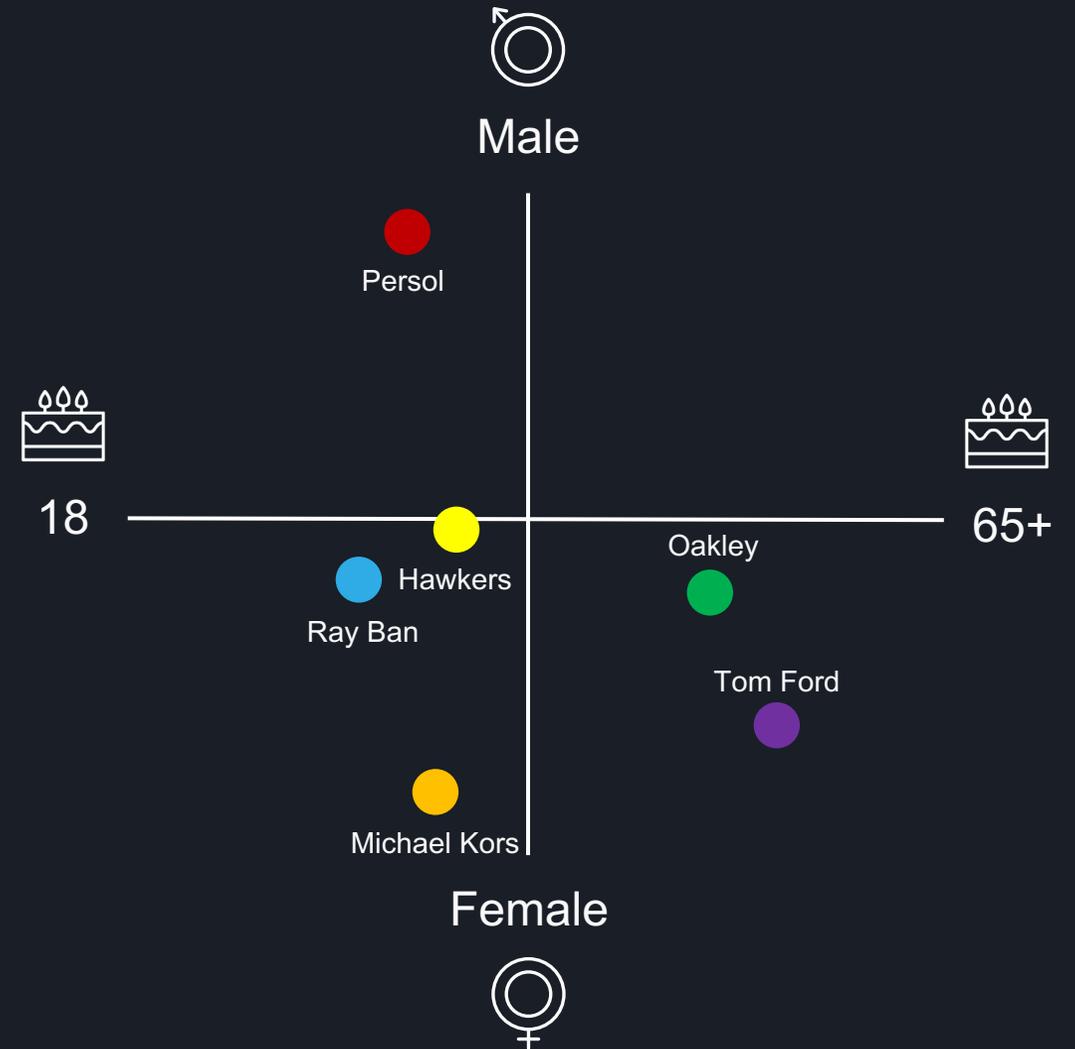
Want to know if your target audience prefers Pimms to Pina Coladas, or is heading to Lisbon or Las Vegas for their summer break? Fix a drink, sit back, and ease into some summer knowledge.



# Throwing some shade

Men are for Persol, women are for Michael Kors.

Celebrating its 100 year anniversary, Persol is the clear favourite of younger males, while the closeness of Oakley (sports-orientated) and Tom Ford (fashion focused) is interesting.

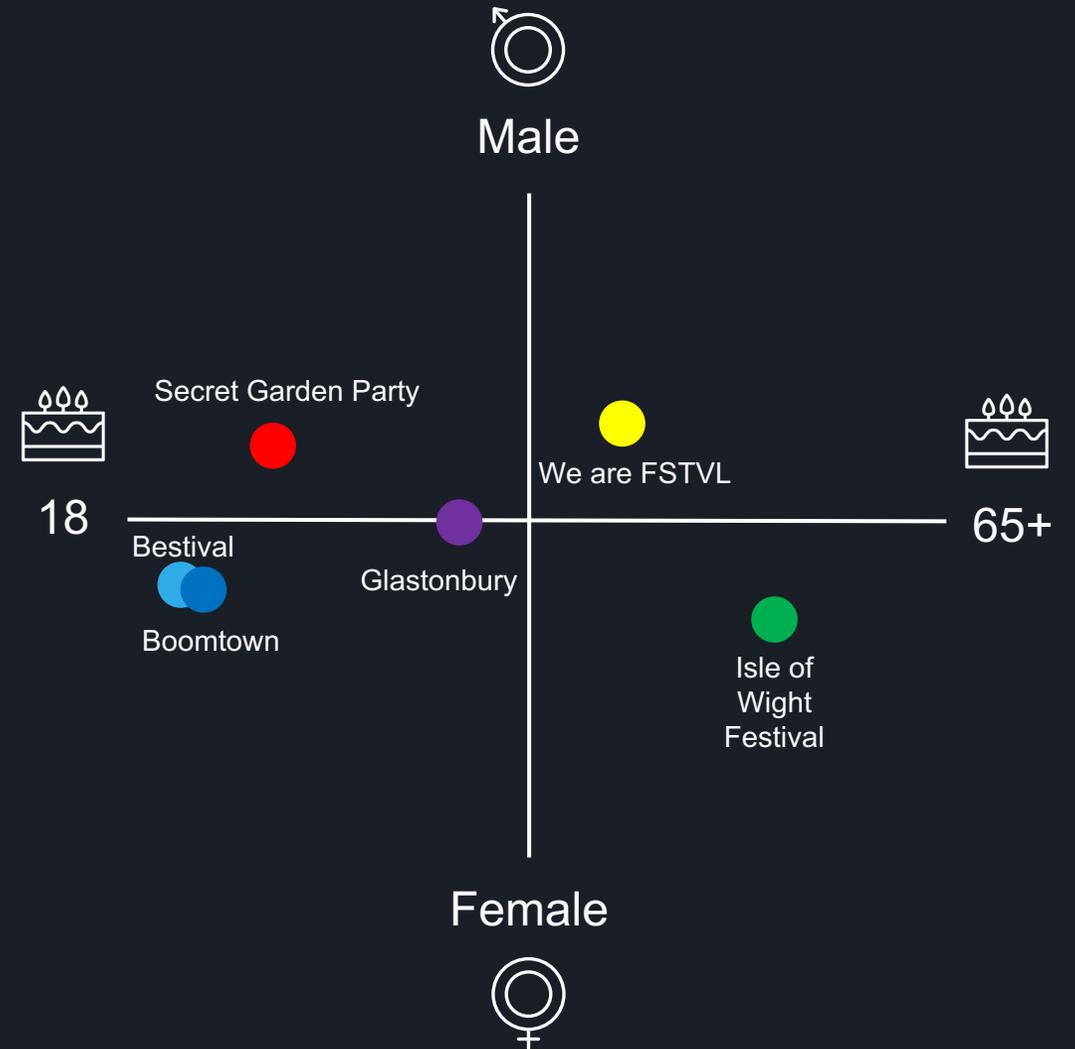




# Feeling festive

It would appear that Mum and Dad are off to see Rod Stewart at the Isle of Wight festival this summer, judging by the older audience skew.

Bestival and Boomtown are competing for virtually the same audience this year with both events happening only weeks apart and appealing to 18-24 year-olds going through their rites of passage.



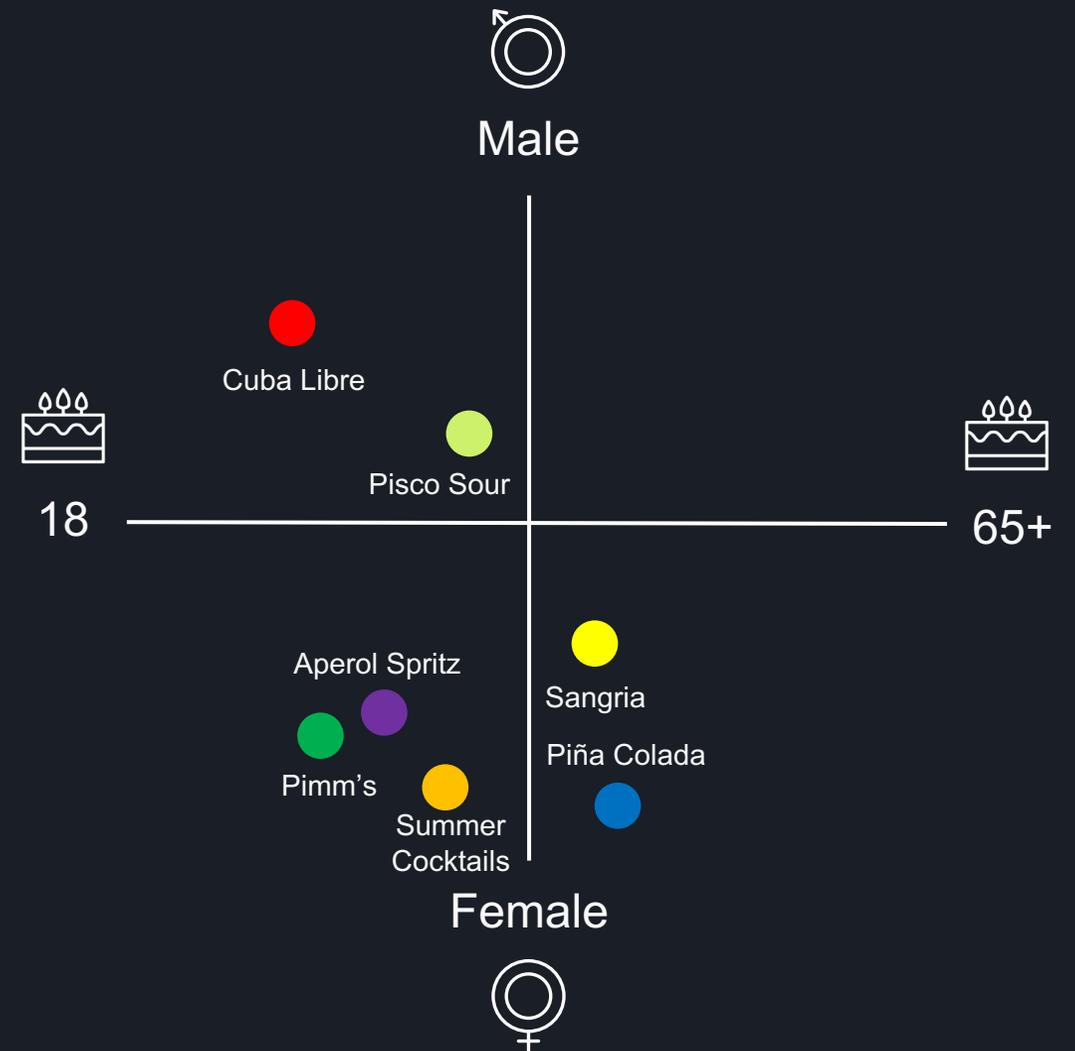


# Sundowners

Cocktails are still the domain of women according to search patterns, although there are hotspots for Pisco Sours and Cuba Libre among men, with the former appearing to be a gateway cocktail for younger male drinkers.

Aperol Spritz, the fashionable thing to be seen sipping for the past few years, shows no sign of losing its appeal.

Older women appear to be tempted by the traditional favourites of Sangria and Pina Coladas.



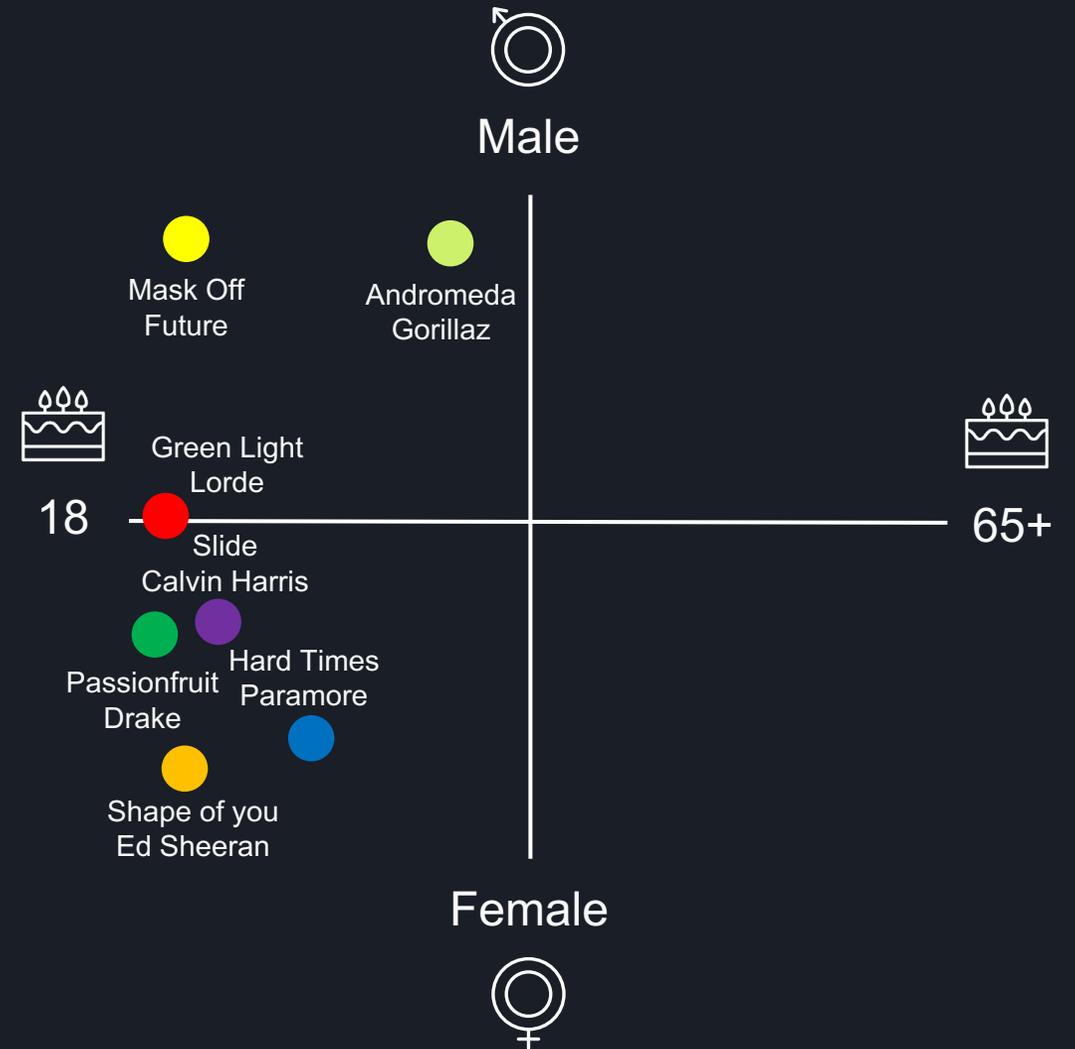


# Shake it

Unsurprisingly, under 35's make and break the charts

This year's summer hits include some returning stars like Drake, Calvin Harris and Lorde as well as some newcomers such as Future and Paramore

Gorillaz stand out as the older band of the lot, also attracting a majority of males



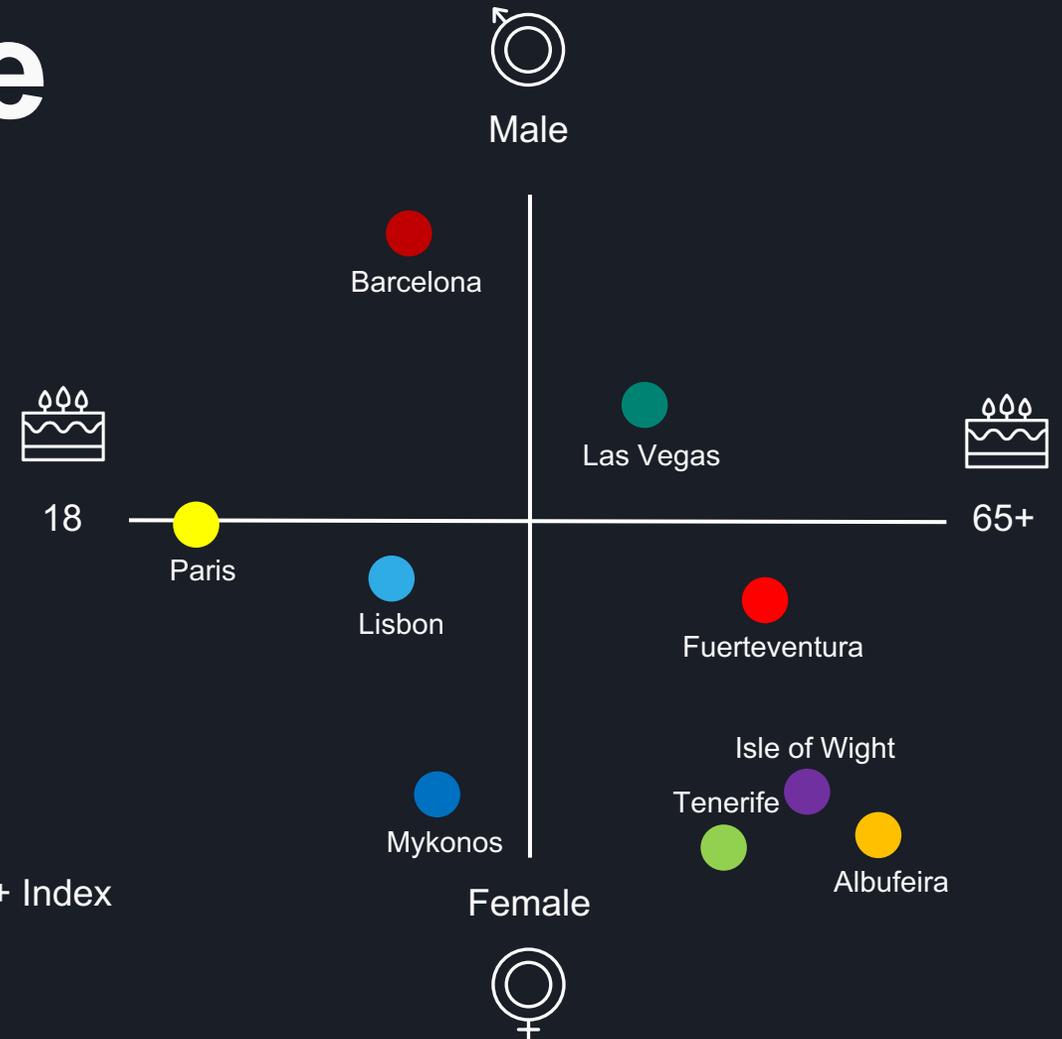


# Save me a place by the pool

Young men go to Barcelona, rich women go to Mykonos.

The Portuguese and Greek tourist boards should be rubbing their hands with glee as they appear to be cornering the market in wealthy holidaymakers this summer.

Staycations seems to be the order of the day for the cost-conscious, with Isle of Wight and Dorset ranking close to Spanish resorts and islands as top destinations.



# Thank you