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# Why SEGMENTATION?

# Beginning



# Reflexion

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# Campaign to everybody: „1000 reasons to visit POLIN Museum”

A woman with long brown hair is standing in a museum gallery, holding a white sign. The background is a highly ornate, colorful architectural structure with intricate carvings and paintings. The sign she is holding has handwritten text in Polish. To the right of the woman, there is a large white question mark icon and the text 'POLIN MUZEUM HISTORII ŻYDÓW POLSKICH'. Below that, the main title '1000 POWODÓW JAKI JEST TWÓJ?' is displayed in large white letters. A teal banner at the bottom of the image contains the text 'WEŹ UDZIAŁ W KONKURSIE. WIĘCEJ NA WWW.KONKURS.STORIESOFPOLIN.COM'.

**POLIN**  
MUZEUM HISTORII  
ŻYDÓW POLSKICH

**1000**  
**— POWODÓW**  
**JAKI JEST TWÓJ?**

WWW.1000POWODOW.POLIN.PL

**WEŹ UDZIAŁ W KONKURSIE.**  
WIĘCEJ NA [WWW.KONKURS.STORIESOFPOLIN.COM](http://WWW.KONKURS.STORIESOFPOLIN.COM)

Jestem w muzeum, bo...  
*konczy tu powinien być*

Mam na imię *Dominika* ...Jestem z *Warszawy* ...Data *10.08.15*

PATRONI MEDIALNI MUZEUM:



We realised that we should segment our potential audiences and target messages

**A**



**MESSAGE A**

**B**



**MESSAGE B**

**C**



**MESSAGE C**

# Available segmentations:

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- **Culture Segments MHM** / deep needs
- **John Falk's profiles** / motivations
- **Sinus Milieus, Germany** / lifestyles, values
- **Gallup Compass**, Denmark/only parents
- ?

# Common research project

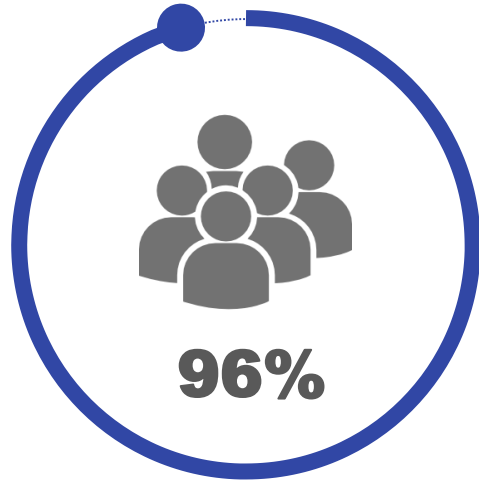
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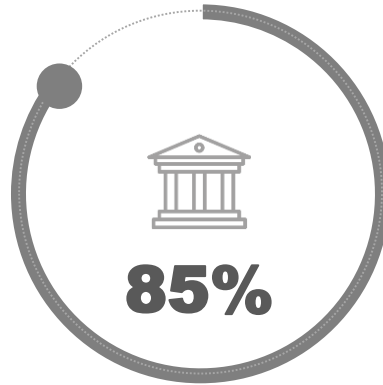
Segmentation of participants  
in cultural life in Poland

# Participants in culture

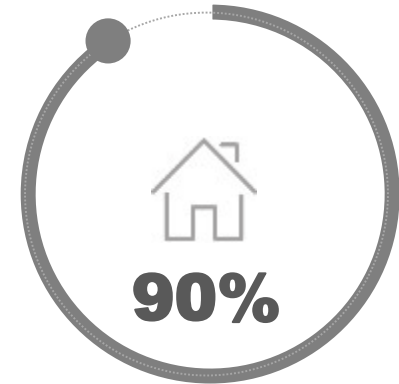
**PARTICIPANTS in  
CULTURE**



**CULTURE IN  
INSTITUTIONS**



**CULTURE IN HOME**





# Methodology

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## Population

people defined  
as participants in  
cultural life

**96% of the whole  
population**

## Sample

Poland's  
representative  
sample of  
participants in  
cultural life N=1051  
+ booster for  
Warsaw: N= 200

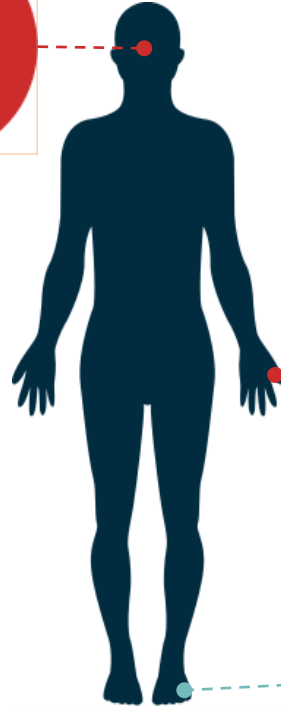
## Interviews

face-to face +  
internet

# Segmentation criteria

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**NEEDS RELATED  
TO FREE TIME**



**BEHAVIORS  
RELATED TO  
CULTURE (HOME,  
INSTITUTIONS)**

# Segmentation process



1

Collecting information about **needs** related to free time and **behaviors** related to culture



2

2 sets of factors  
**behaviors**  
**+ needs**



3

Analysis de clusters et creation of **9 different segments** based on **needs and behaviors** related to culture and leisure time

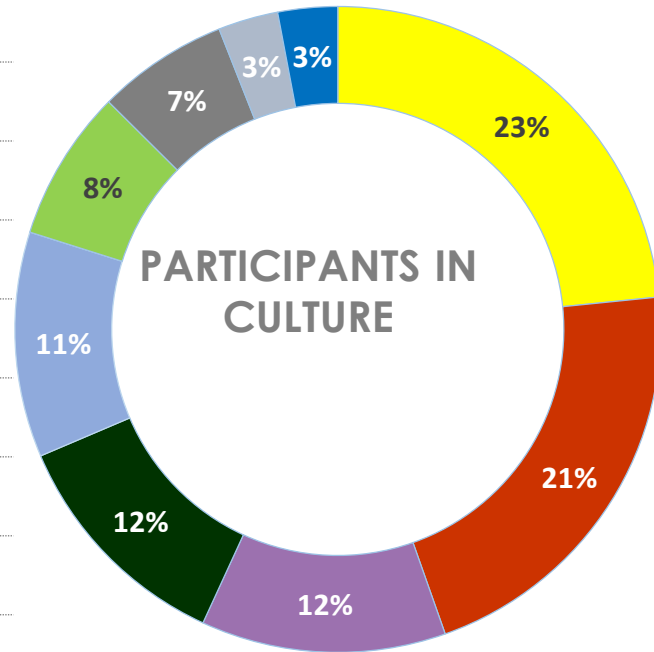
# Needs

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# Segments

|  |          |
|--|----------|
| <span style="color: yellow;">■</span> FOLK TRADITIONALISTS             | 7,25 mln |
| <span style="color: red;">■</span> ASPIRING MAINSTREAM                 | 6,57 mln |
| <span style="color: purple;">■</span> HOME LOVERS BY CHOICE            | 3,80 mln |
| <span style="color: darkgreen;">■</span> INVOLUNTARY HOME LOVERS       | 3,64 mln |
| <span style="color: blue;">■</span> KNOWLEDGE SEEKERS                  | 3,49 mln |
| <span style="color: lightgreen;">■</span> YOUNG ESCAPISTS              | 2,35 mln |
| <span style="color: grey;">■</span> CONSUMERS OF INSTITUTIONAL CULTURE | 2,03 mln |
| <span style="color: lightblue;">■</span> SENSUAL CONNOISSEURS          | 930 tys. |
| <span style="color: darkblue;">■</span> CORRECT CONFORMISTS            | 925 tys. |



# Folk Traditionalists (23%)

7  
outings/year



- They wish to **rest and spend time with their family, commute with nature**
- They prefer **undemanding entertainment**: tv, picnics, open air concerts, pop music
- **Slightly older and less educated often living in villages or small towns**

# Aspiring Mainstream (21%)

21  
outings/year

- Interested in attractions for **all family members**
- They are **1) seeking knowledge, 2) want to spend time together and 3) rest**
- **cinema, zoo, theme parks, historical monuments, open air events,**
- **younger than average, often have children, urban dwellers, have average education level (!)**

# Involuntary Home Lovers (12%)

10  
outings/year

- They tend to **stay home but they are interested** in various kind of cultural activities
- Very active in **home culture**: books, culture magazines and programs on TV
- They would like to go to the theatre, opera, ballet, but it is difficult for them
- More often **living in the countryside**



# Home lovers by choice (12%)

7  
outings/year

- **Low motivation for culture**, focused on recreation and spending time with family and friends
- They prefer staying home and **watching tv, sleeping**
- Often **older, less educated**, living in villages and small cities, more often men

# Knowledge Seekers (11%)

26  
outings/year

- **Focused on seeking knowledge, new experiences and skills**
- Theme parks, museums, open air museums, historical reenactments
- Often **younger, better educated,** living in big cities

# Young Escapists (8%)

18  
outings/year

- They mostly want to **escape reality**
- They mostly **choose home**: internet, games, books, films
- They would become involved only **when the given activity matches their interests**
- Often **younger, better educated, living in large cities**, professionally active

# Consumers of institutional culture (7%)

23  
outings/year

- Culture is their **preferred passe-time**
- They want to spend their time in an elitiste way, they **like the contact with objects of beauty**
- **opera, theatre, ballet, philharmonic concerts, art galery, museum, cinema**
- Often **older, better educated, women**, living in medium and large cities
- The **wealthiest of all segments**

# Sensual connoisseurs (3%)

31  
outings/year

- Focused on **emotions, experience and spiritual enrichment**
- **Go out a lot.** Mostly visiting libraries, cultural centers, music concerts, movie theaters, museums
- Living in big cities

# Correct conformists (3%)

8  
outings/year

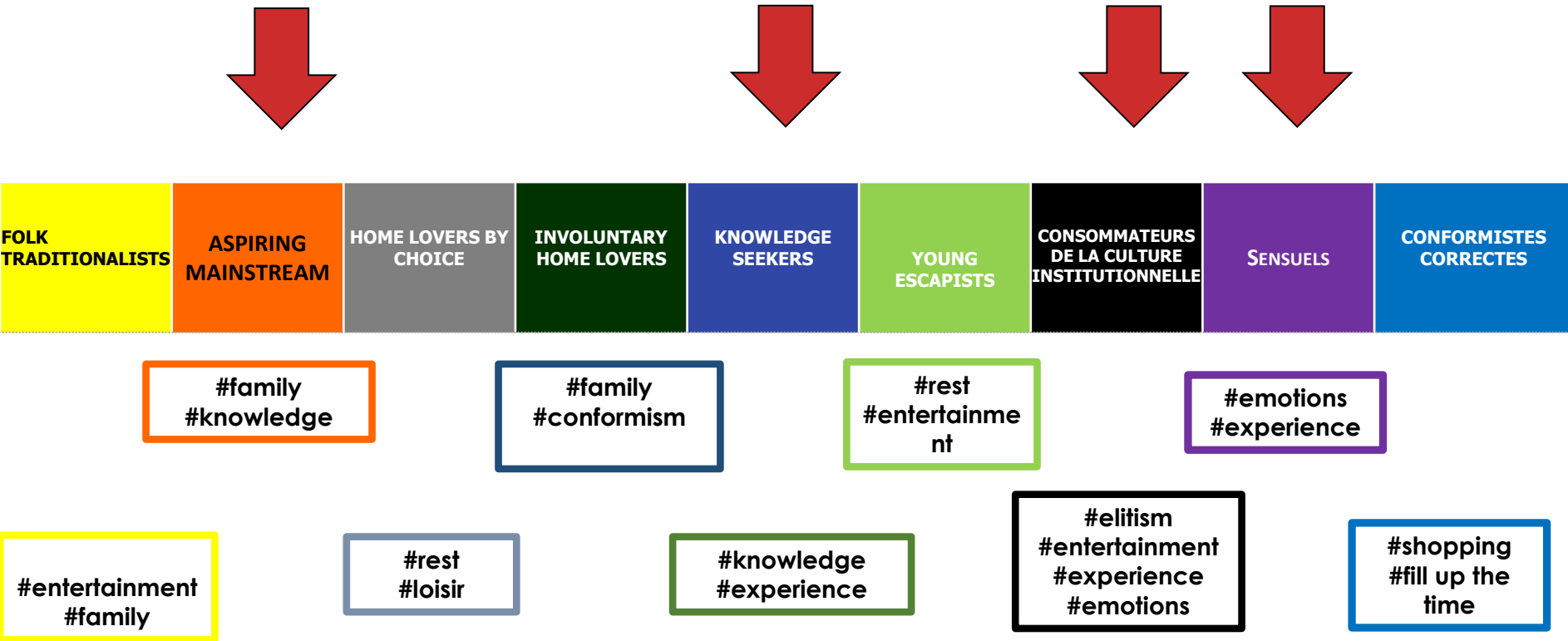
- Focused **on fitting in on what the others do**
- They would like to fill up the time and do the shopping by the way
- Slightly older, slightly less educated, living in small and average towns





## Selecting target groups /Criteria

# Selecting targets: needs





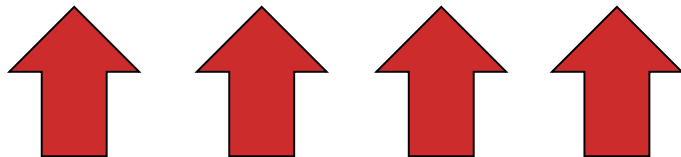
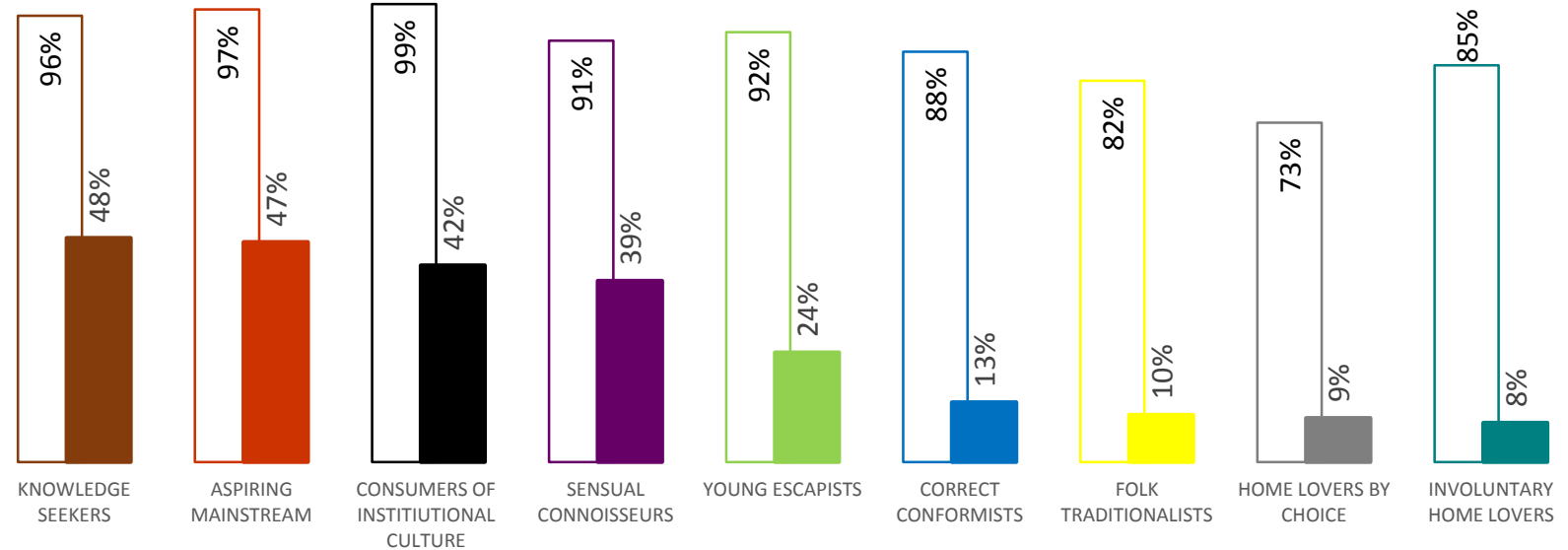
# Selecting target groups/ visiting museums



HAVE BEEN IN A MUSEUM AT LEAST ONCE DURING LAST 12 MONTHS



HAVE BEEN IN A MUSEUM AT LEAST ONCE IN HIS/HER LIFE





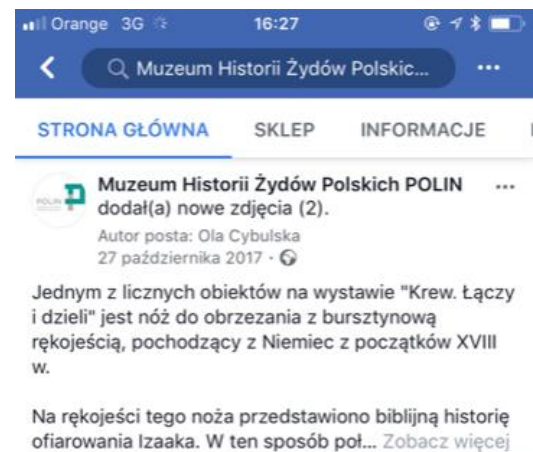
## Examples of targeting

**KREW BLOOD**  
ŁĄCZY I DZIELI UNITING & DIVIDING

**KNOWLEDGE  
SEEKERS**

**# various disciplines:**  
history, culture, biology,  
genetics

**#experience**



**FOTOTAPETA**

**WAGA KRWI**

W tradycji żydowskiej krew pełni niezwykle istotną rolę. Wiąże się z nią nakazy i zakazy w życiu codziennym. W Biblii najbardziej jest wspomniana 350 razy.

**POZNAC I ZROZUMIEĆ ŚWIAT FOCUS**

**Ambulans do pobierania krwi**

Waga Krewi is a photographic wall tapestry featuring a central religious painting of the Virgin Mary and Christ Child, surrounded by various objects related to blood: a glass, a knife, a medical kit, and a red ambulance. The text discusses the significance of blood in Jewish tradition and its connection to biblical laws.

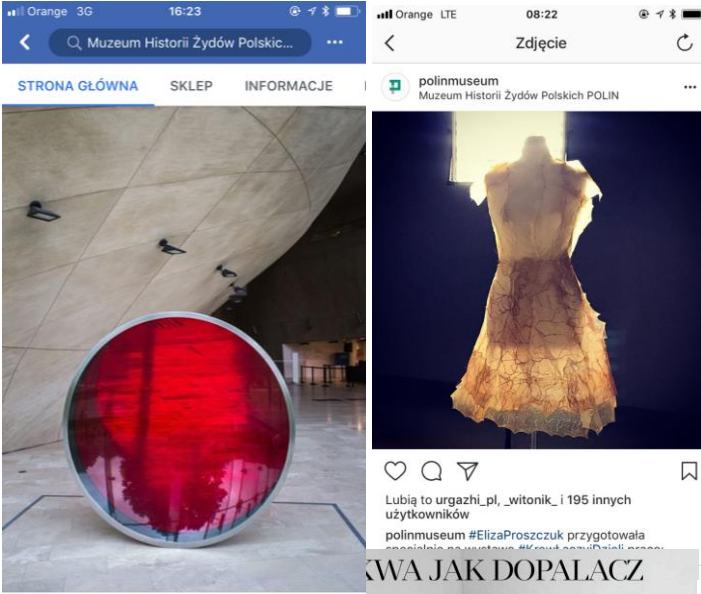


# KREW BLOOD ŁĄCZY I DZIELI UNITING & DIVIDING

## CONSUMERS OF INSTITUTIONAL CULTURE

#art/objects of beauty - Kapoor, Chagall, Ukielański

#exclusiv event  
Important exhibition from London



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More: [mzajac@polin.pl](mailto:mzajac@polin.pl)