

# LIFE 2.0

## Welcome to Life 2.0 and a new consumer segment – the Optimisers.

Life is increasingly busier and more pressurised. A fuller, more enriched lifestyle, or Life 2.0, has never been more important for our physical wellbeing and our mental health. Optimisers want to squeeze every last drop of enjoyment out of their day.

Powered by technology and increased connectivity, they use the resources available to them – media, tech, products and services – to improve, enhance and optimise their experiences, and to buy back their time.

Optimisers now account for a third of the London population, with Evening Standard readers 72% more likely to be part of this group than the average Brit and 43% more likely than Londoners.

## WHAT IT MEANS FOR BRANDS

The desire for **Life 2.0** has multiple implications for brands seeking to communicate with an audience looking to make the most out of life.

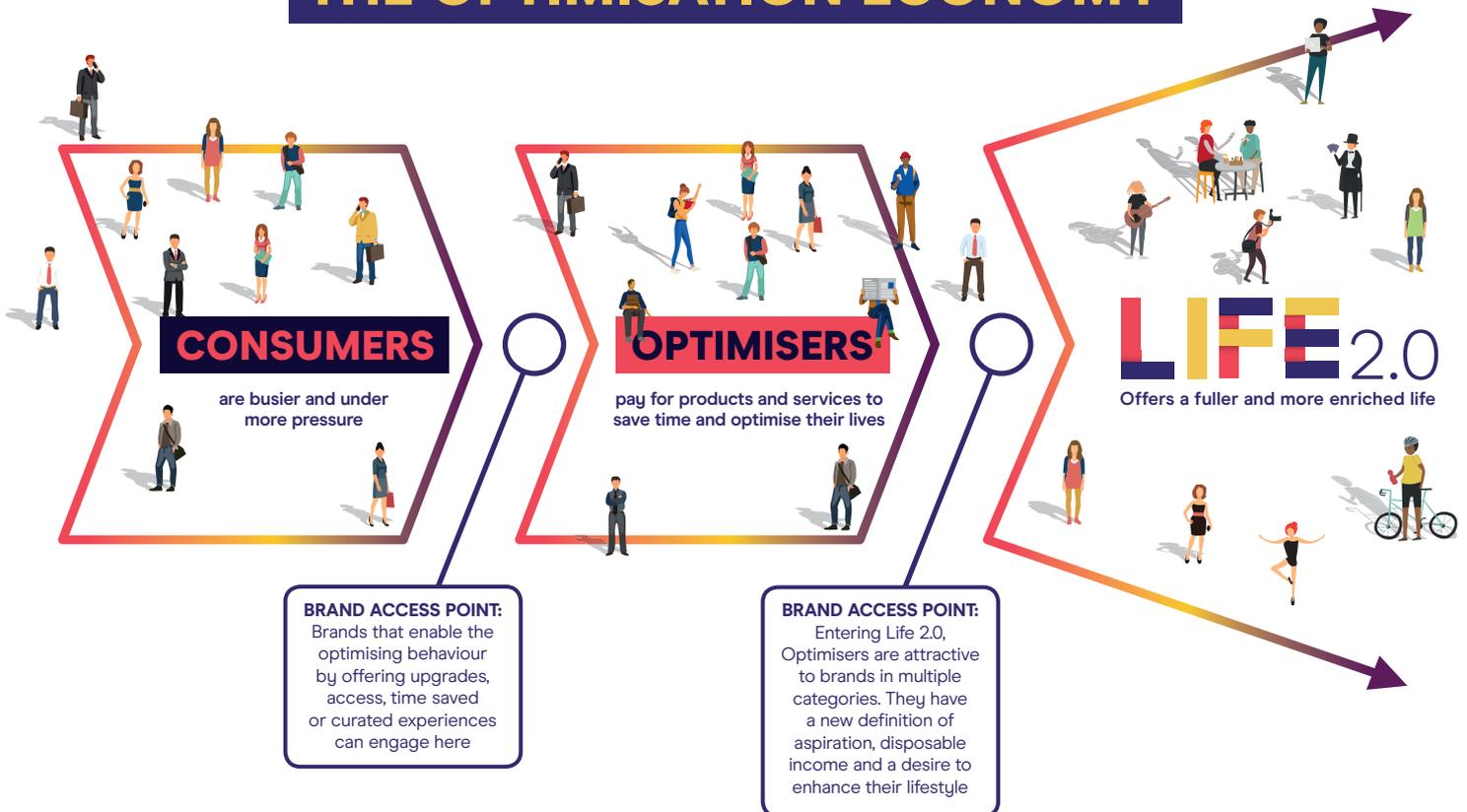
The evolution of the Optimisation Economy is accelerated by the brands that enable it.

Reaching **Life 2.0** then opens up opportunities for multiple brands looking to engage with this positive and dynamic audience group.

## OPTIMISERS...

- ... are willing to pay to free up their time
- ... don't consider their optimising spend to be a luxury, it's just a way of life
- ... are more likely to shop, eat out and socialise
- ... are open to advertising and are inspired to purchase by it
- ... are engaged with newsbrands
- ... love London and all that it offers them

# THE OPTIMISATION ECONOMY



### Want to activate the Optimisation Economy?

Consumers are more likely to be relaxed and thinking about making the most of their free time in the evening. That means they are more likely to demonstrate optimising behaviour on the way home from work.

For more information and to find out more, please contact [marketing@esimedia.co.uk](mailto:marketing@esimedia.co.uk) Or visit [esimedia.co.uk/Life2.0](http://esimedia.co.uk/Life2.0)

