

JACAMO



Jacamo

Jacamo specialises in men's fashion, offering a wide range of stylish and practical clothing, footwear, and accessories.

Known for its inclusive sizing, Jacamo caters to all body types with sizes ranging from small to 5XL, ensuring a comfortable fit without compromising on style. The brand combines affordability with quality, providing everything from casualwear and sportswear to formal attire and activewear, often featuring well-known brands as well as exclusive collections. Through both its online store and catalogue, Jacamo focuses on making fashion accessible and convenient for men across the UK.

Insert Type: PD's & Statements



About the customers

- Enjoys socialising with friends. Active and into sports, mostly football. At the point of considering a family.
- Enjoys looking stylish, likes branded items but also enjoys chill stuff or jeans. takes pride in his appearance.
- Convenience often plays a part in my purchase decisions
- In the tech space he claims to buy new products before most of his friends.
- He's ambitious when it comes to his career



HE'S VALUES LED



HE WANTS AVAILABILITY OF SIZING



HE WANTS SHOPPING TO BE STRAIGHTFORWARD

Customers index scores

Full time workers
index 188

Family income
**£50-£75K
index 140**

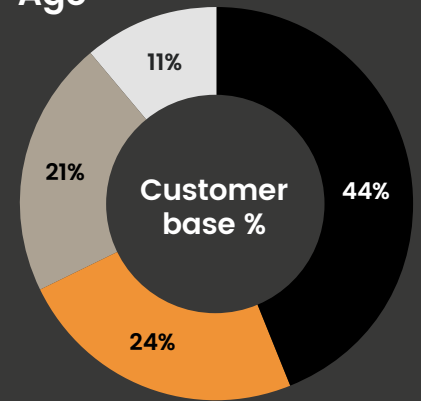
They under index for having children but Kantar suggest they are looking to start a family.

Dog owners
index 107



Demographic information

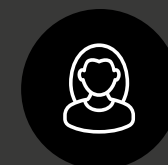
Age



- <40
- 40-50
- 50-60
- 60+

Gender

67%
Male



33%
Female

Social demographic

C1C2D

You Tube



Watch our Autumn/Winter collection Advert

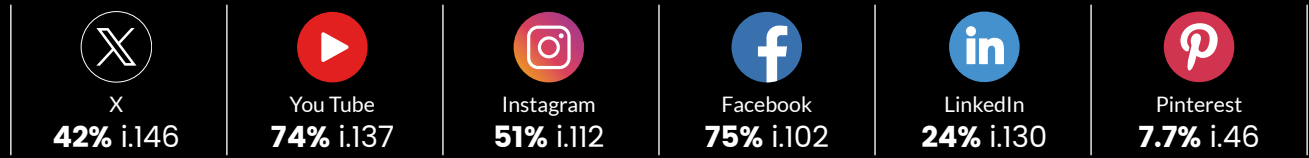
https://www.youtube.com/watch?v=Oic_KeYG2II

Watch

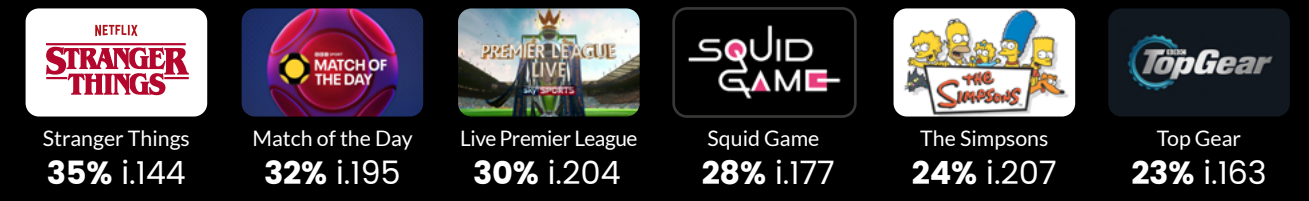
Media

Our Jacamo target is a heavy consumer of digital, social and OOH. Gaming, cinema and social are the channels where the audience over indexes the highest compared to the nation.

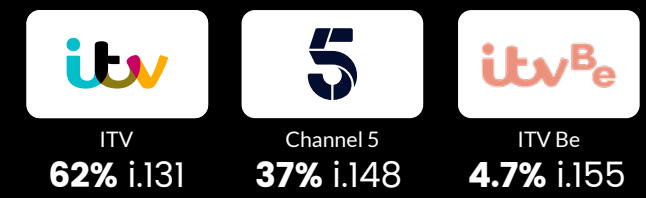
Social X (Twitter), YouTube and Instagram are his preferred social platforms.



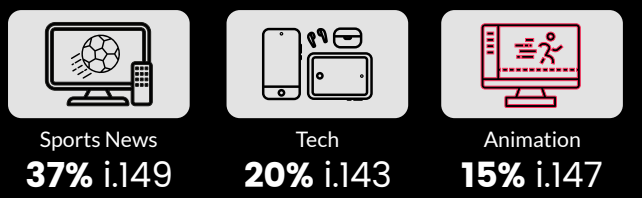
Television programmes



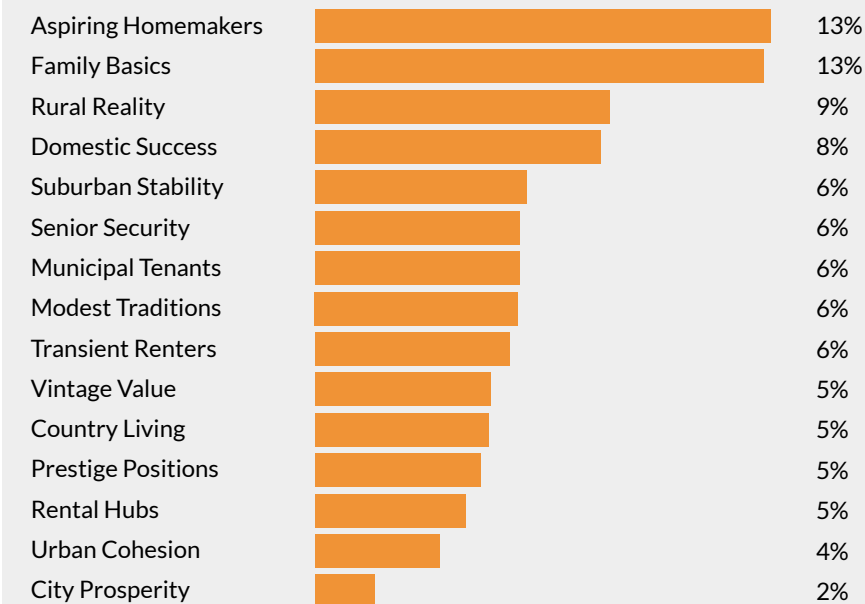
Television channels



Genres



Mosaic Segmentation



Recommended for:

- Health / Wellbeing
- Food
- Travel
- Financial
- Noncompeting retail / mail order
- Pets
- Outdoors



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