

simply be.



Simply Be

Simply Be is on a mission to be the UK's #1 inclusive fashion brand for Women.

Making customers look and feel amazing has always been Simply Be's superpower. They put customers at the centre of every decision and have created aspirational products that are beautifully designed and offer a perfect fit, from sizes 10-32. Alongside fashion Simply Be also features beauty products creating a versatile shopping experience for its online customers.

Insert Type: PD's & Statements

	Weight (g)	Size	Av Vol
PD's	Variable	Variable	40,000
Statements	40g	Fit into C5 envelope	28,000



About the customers

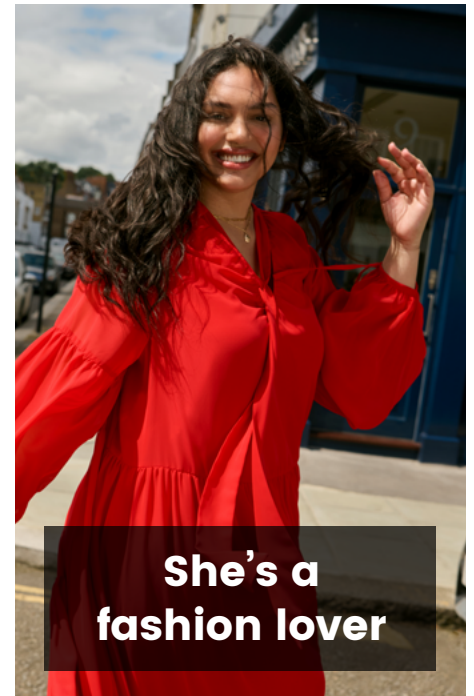
- In terms of life stage, Kantar suggests the Simply Be target customers are married and/or living with their partner.
- Half of them are Mums with young children likely to be in playschool.
- Quite feminine and love an excuse to dress up.
- On a day level it has to be practical but I still like to look trendy.



She's looking for a great fit

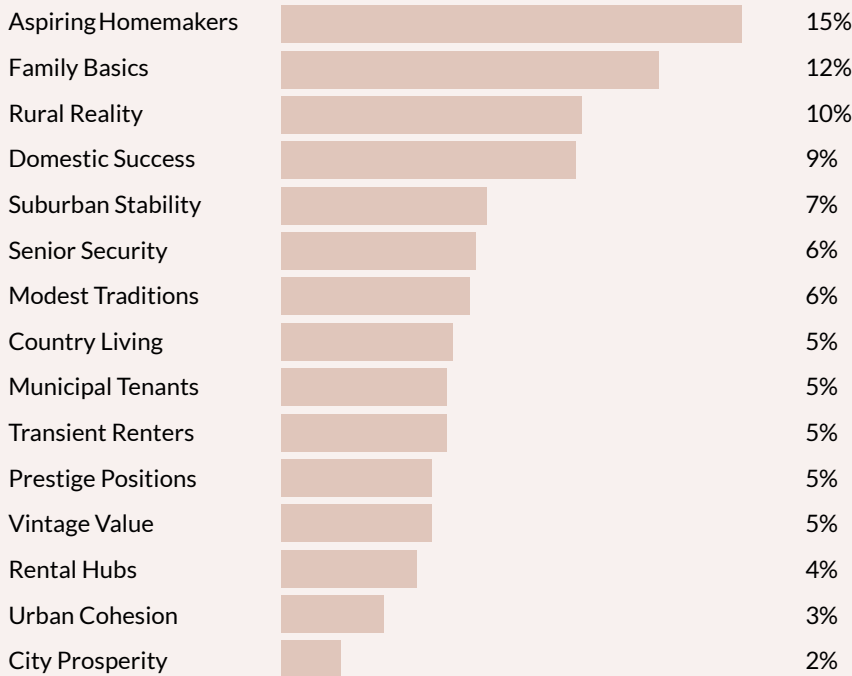


She's socially savvy



She's a fashion lover

Mosaic Segmentation



Recommended for:

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

Supermarket by index



48%
119i



36%
147i



19%
121i

Retailer and loyalty cards

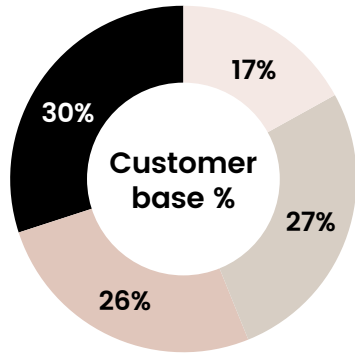


Boots
18%
i.192



Superdrug
20%
i.150

Demographic information



Age

- <30
- 30-40
- 40-50
- 50+

Gender

95%
Female



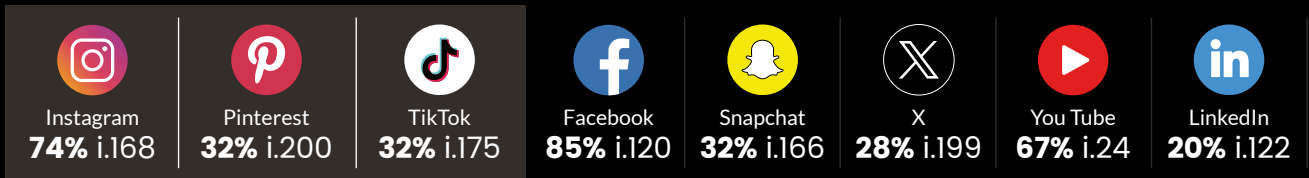
Social demographic
C1C2D



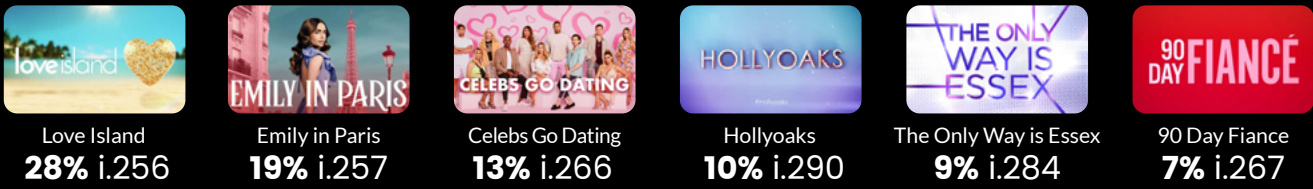
Media

Our Simply Be target is a heavy consumer of digital media and in particular, social media. Social is where the biggest over indexes vs the nation is seen, with Cinema and Video on Demand as the channels with the next highest indexes.

Social Content led social platforms Pinterest, Instagram and TikTok are her preferred Social platforms.



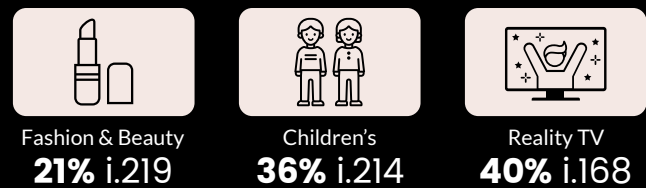
Television programmes



Television channels



Genres



Radio



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