



THE EVOLUTION OF MAN



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alphr.com
DEN OF GEEK!

DENNIS
UNDERSTANDS
MEN...



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MEN ARE CHANGING...

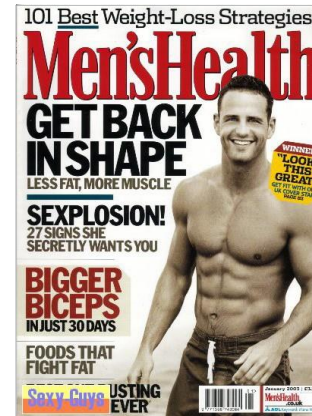
1990



2000



2010



2016



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LYNX

THROUGH THE DECADES

1990



LADDISH
CAVEMAN

2000



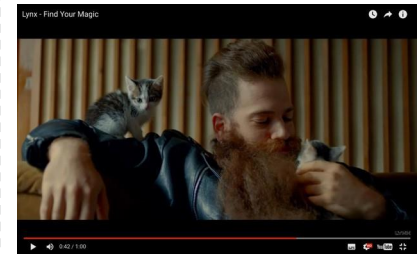
EVEN ANGELS
WILL FALL

2010



SPRAY MORE
GET MORE

2016



FIND YOUR
MAGIC



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THROUGH THE DECADES

1990



MUM &
DAUGHTER

2000



MUM &
DAUGHTER

2010



MUM &
DAUGHTER

2016

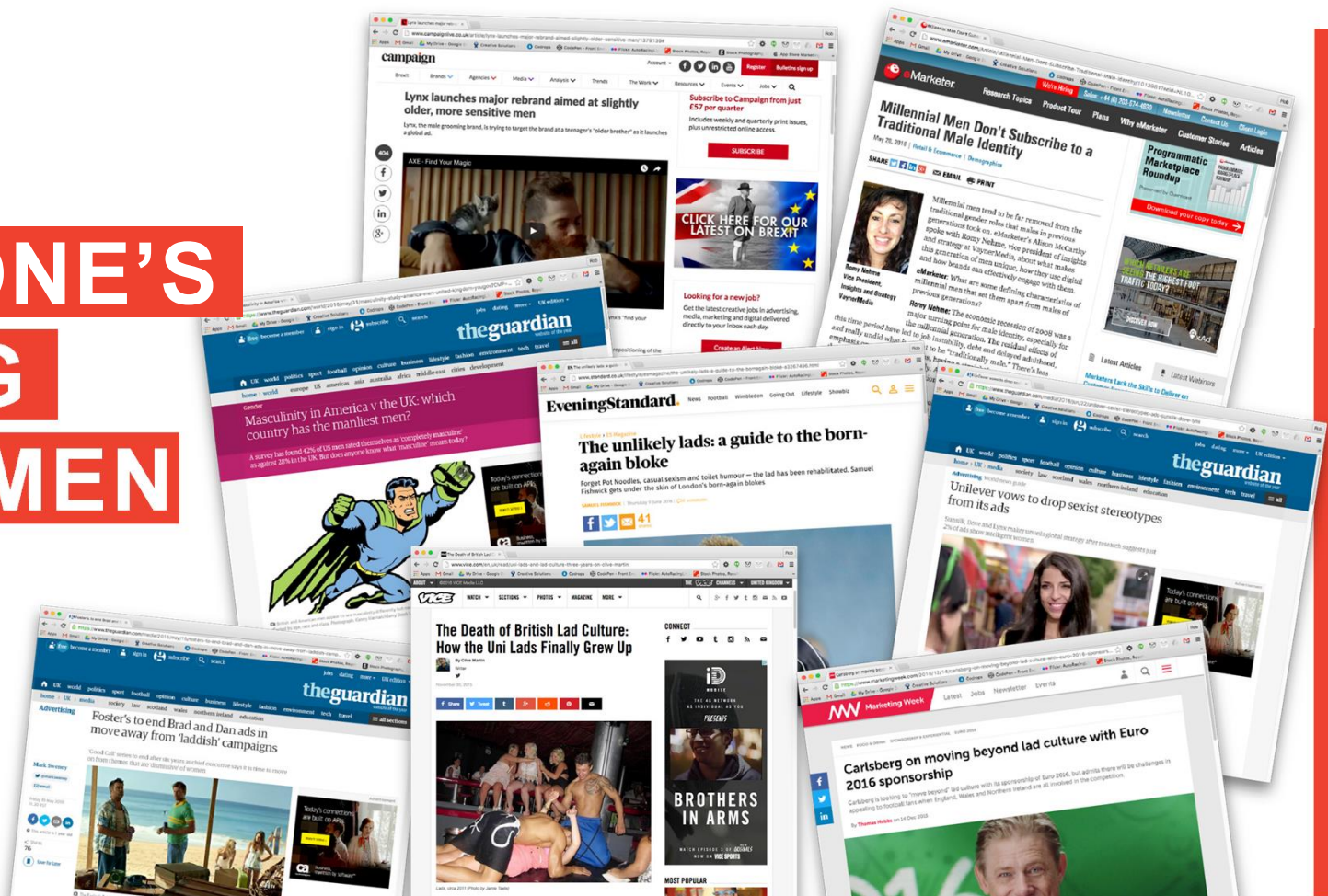


DAD, SON &
MUM



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EVERYONE'S TALKING ABOUT MEN



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Lumbersexual



Spornosexual



Fauxventurer

MANY HAVE TRIED TO DEFINE MAN...



Mr Normcore



Hipsterpreneur



The Dadiot



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...WE WANTED
TO FIND OUT MORE...

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- Award winning consumer insight agency
- Heritage in digital and online research
- Integrating primary research with latest consumers trends
- Champion of people centred research

Clients include:

Unilever, Easyjet, Pearl & Dean,
Diageo, City Group, GSK, Tesco,
British Airways



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OUR

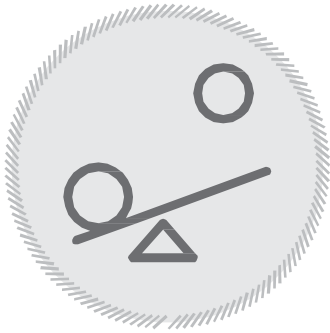
METHODOLOGY

- g Initial trend exploration and in depth interviews with men who had undertaken a period of 'change'
- g Pre task to 21 men projective task to tell us about their aspirations, what characteristics they admire and who best represents them - famous or not
- g In depth 3.5 hour workshop with 21 men representing a mix of demographics
 - 3 groups of 7 split by age / lifestage (aged 25-55)
 - Mix of group discussions, journey mapping, reviews of media stimulus
 - Generation 'mixing' to share stories and understand evolution
- g Quant survey (744 men, 254 women) mix of demographics asking a range of questions around lifestyle, attitude, aspirations, goals and behaviours.



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Men in 2016 aspire to...



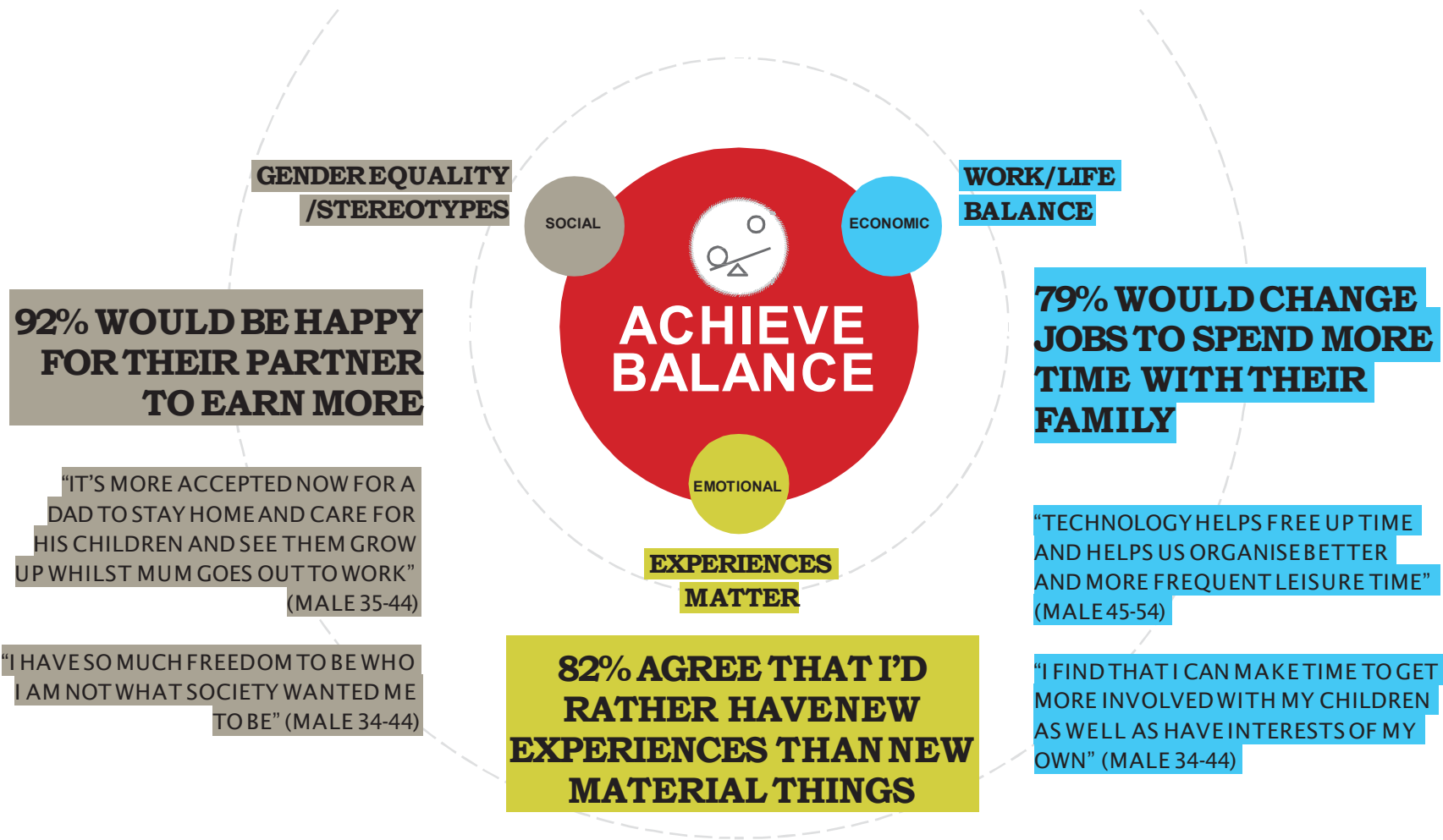
**ACHIEVE
BALANCE**



**BE
AUTHENTIC**



**COMMIT
TO IT...**





TRADITIONAL BREADWINNER

BALANCE

EQUALITY



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**61 % STRUGGLE TO
DEFINE MASCULINITY**

"IT'S GREAT THAT YOU CAN BE ACCEPTED FOR WHO YOU ARE, AND ARE ABLE TO EXPRESS YOURSELF AND TALK ABOUT FEELINGS AND EMOTIONS WITHOUT BEING JUDGED" (MALE 25-34)

"I NO LONGER GIVE A STUFF WHAT PEOPLE THINK, I'M COMFORTABLE BEING ME AND HAVE A WONDERFUL FAMILY AND I CAN STILL DO THE THINGS I LOVE" (MALE 45-54)

**WHAT IS
MASCULINITY?**

SOCIAL

**BE
AUTHENTIC**

EMOTIONAL

FREEDOM

**90% DEFINE
THEIR OWN
SUCCESS**

**SHARE THE
BURDEN**

"WE ARE NO LONGER REQUIRED TO BE THE SOLE BREADWINNERS. EQUALITY MEANS WE ARE ABLE TO SHOULDER THE BURDEN OF A HOME AND FAMILY WITH OUR SPOUSE" (MALE 45-54)

"YOU CAN SHOW YOUR EMOTIONS AND FEELINGS, FOCUS ON YOUR FAMILY, BE WHO YOU WANT TO BE, DRESS HOW YOU WANT TO, NOT HAVE TO KEEP UP WITH THE JONES AND CHOOSE A PATH WHICH MAKES YOU HAPPY, RATHER THAN HAVING TO FOLLOW A PATH WHICH SOCIETY FORCES YOU TO FOLLOW" (MALE 45-54)



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EMPHASIS WAS ON
BEING PHYSICALLY STRONG

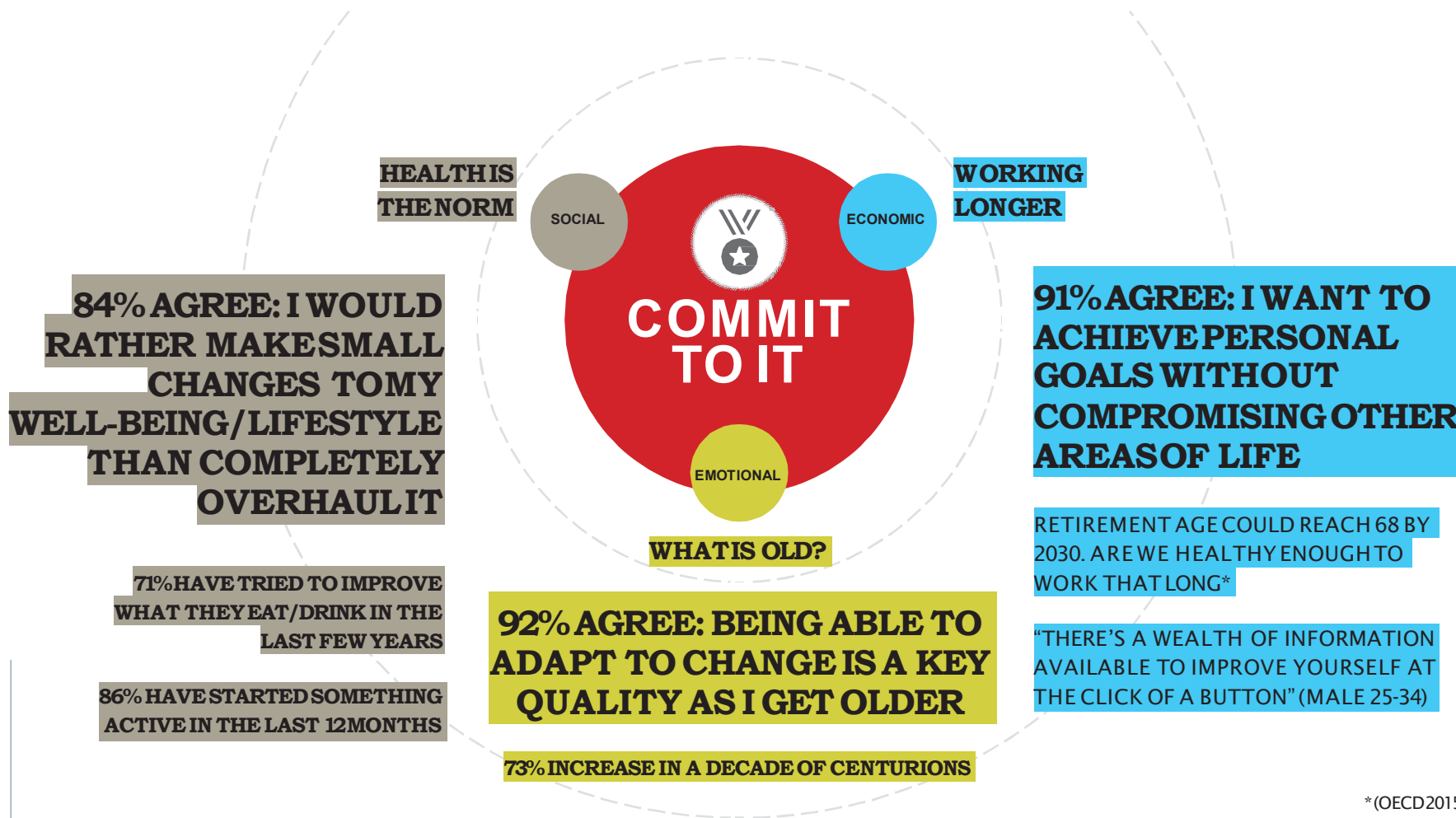


AUTHENTIC

IMPORTANCE OF
BEING WELL ROUNDED



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*(OECD2015)



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IT WAS
ALL OR NOTHING

COMMITTO IT

NOW MICRO HABITS
MAKE A DIFFERENCE



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MEN ARE DOING SOMETHING ABOUT IT...



Males 25-54

+ 60 %
Agree

"Generally got
fitter /getting fitter
in the last couple
of years."



Males 25-34

+ 56 %
Agree

"I have a periodic
health check-up
even when I'm
feeling fine."



Males 35-44

+ 29 %
Agree

"I always check
the nutritional
content of
food."



Males 35-44

"Felt
overweight
in the last
year."



Males 45-54

"I drink alcohol
at least once
a day."

2010-2016 TGI base all men



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25 - 34 YRS

BEING A MAN IS GREAT BECAUSE...

"I can do what I like with no boundaries and i am capable of making educated decisions as well as spur of the moment ones without ill effect"

"There is more flexibility and knowledge attachment today. I am in control because I have access, through technology, to a vast network previous generations haven't had."

"No more set ideas of what it is to be a successful man. It is what you make it."

"More freedom and technological advances than ever before."

"The world has never been easier to explore."

Advances in technology and healthcare allow me to lead a longer healthier and happier life."

"There is more freedom to explore the unconventional."



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WE HAVE TO MENTION “MILLENNIALS”

CAREERS

40% FEEL PRESSURED TO
PROGRESS THEIR CAREERS

ENTERING A WORKFORCE WHERE
61% OF MILLENNIAL WOMEN WANT TO
BE IN A TOP MANAGERIAL POSITION

- > COMPETITIVE WORKFORCE
- > FEMALE BOSSES

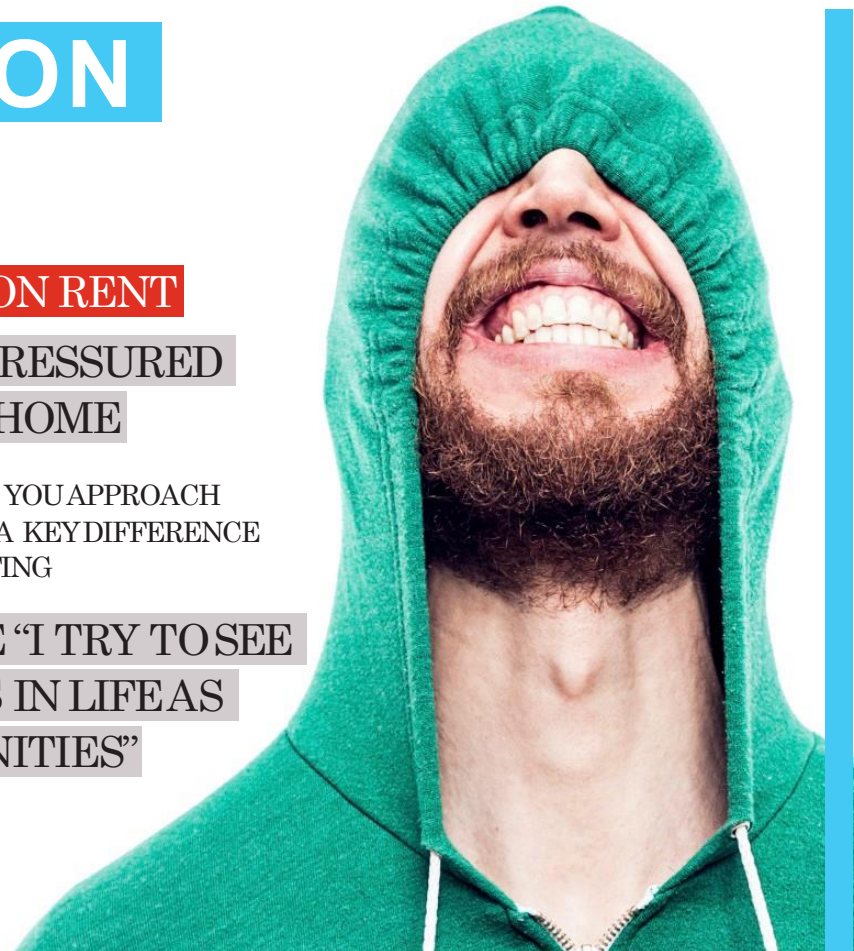
“YOU HAVE TO KEEP UP WITH WOMEN WHO ARE MORE POWERFUL
EVERYDAY, SOCIETY’S EXPECTATIONS ARE CHANGING SO IT IS
CHALLENGING TO BE A RESPECTFUL MAN” (MALE 25-34)

GENERATION RENT

32% FEEL PRESSURED
TO OWN A HOME

HOWEVER, HOW YOU APPROACH
CHALLENGES IS A KEY DIFFERENCE
- IT’S NOT DAUNTING

85% AGREE “I TRY TO SEE
SURPRISES IN LIFE AS
OPPORTUNITIES”



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35 - 44 YRS

BEING A MAN IS GREAT BECAUSE...

"You can spend more time with the family and not be ridiculed for it."

"We can do all the traditional roles of a man and so many of the roles of a woman too."

"The opportunities available and changes for improving your situation are greater than previous generations."

"Greater opportunities, times with children and technology makes things easier and more efficient."

"Expectations of what a man should be have changed into more positive frameworks."



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FORGET DADIOT

HAPLESS MESSAGING IS
DEEMED PATRONISING



FORGE OWN RELATIONSHIP
WITH THEIR CHILDREN

NOT REPLACING MUM -
DOING IT **THEIR** WAY



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45 - 54 YRS

BEING A MAN IS GREAT BECAUSE...

"I'm in charge of my life."

"The opportunities to be yourself are greater than at any other stage in history."

"There are no set definitions and stereotypes have to some extent lost their power to enforce conformity."

"I have a great work life balance and I'm fortunate that i can do things I want to."

"Expectations have changed - roles at home and work are no longer fixed.
We are getting healthier."



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LAST OF BABY BOOMERS THEY'VE GOT IT GOOD

2/3 OWN THEIR OWN HOME



STUFF

AVG NEW CAR
BUYER IS

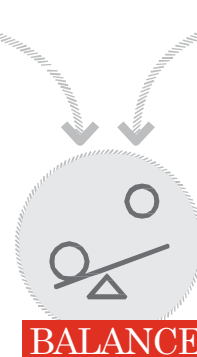
46



EXPERIENCE

AVG CYCLIST
READER IS

45



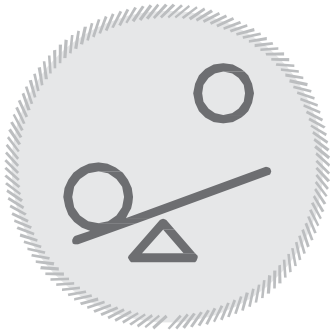
BALANCE

THEY WANT MORE AND THEY SPEND MORE...



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Men in 2016 aspire to...



**ACHIEVE
BALANCE**



**BE
AUTHENTIC**



**COMMIT
TO IT...**



ALTA-MALE

THE EVOLUTION OF MAN



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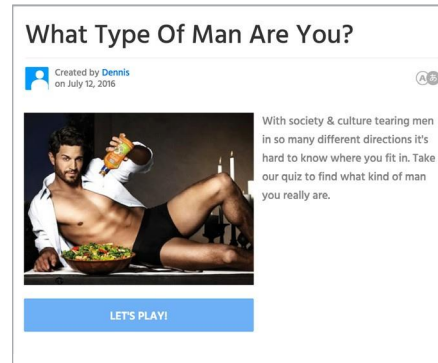
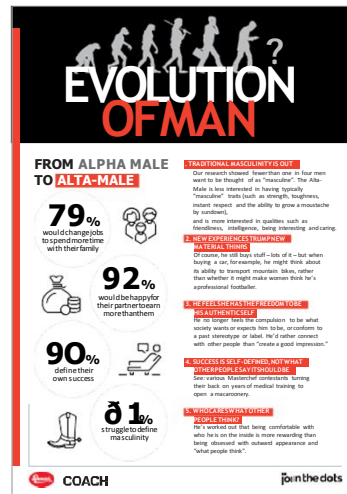
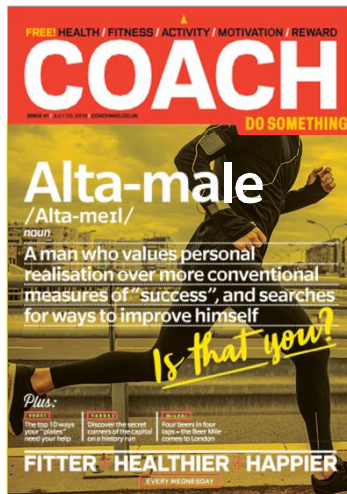
The 10 Commandments of Alta-Male

1. TRADITIONAL MASCULINITY IS OUT
2. NEW EXPERIENCES TRUMP NEW MATERIAL THINGS
3. HE FEELS HE HAS THE FREEDOM TO BE HIS AUTHENTIC SELF
4. SUCCESS IS SELF-DEFINED, NOT WHAT OTHER PEOPLE SAY IT SHOULD BE
5. WHO CARES WHAT OTHER PEOPLE THINK?
6. DO THE THINGS THAT MAKE YOU HAPPY
7. KIDS BEFORE CAREER
8. THERE'S MORE TO LIFE THAN WORK
9. THERE IS NO BARRIER TO MAKING CHANGES
10. IMPROVEMENT COMES FROM HEALTH AND EXERCISE



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for more information



#COACHEFFECT



#ALTA-MALE



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