



# They Came to Rock

Audience Profiles



# They Came To Rock

They Came To Rock is a new sight and sound experience - by the greatest band in the universe\* - The Moonrock Orchestra. It's alien rock opera that musically tells the story of the evolution of alien sightings since Roswell in 1947 up to the present day. The show will be participatory, encouraging cosplay, and featuring projectives, holograms and surround sound.

*\*except Earth*





# Who Are We Talking To?

## Who Are We Talking To?

They Came To Rock speaks to and engages with an eclectic and diverse segmentation of individuals.

Spanning the intersection of Sci-Fi, Music Theater, and Rock - always targeting those that have the propensity to stand out and be engulfed in an experience of the moment.



ALIEN CULTURE IS POP CULTURE AND EVERY MOMENT CONTINUES TO EVOLVE AND FEEL CURRENT. THE BRAND ARCHITECTURE IS DESIGNED TO LIVE WITHIN THIS ELUSIVE VIBRATION.

# Audience Segmentation

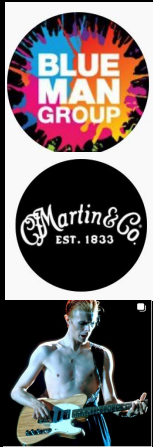
# Audience Segmentation

001 /// Market: 5,419

## ROCK ENTHUSIAST

83.02% Male

Age: 47.38% 35-54



002 /// Market: 18,561

## THEATER JUNKIE

58.04% Female

Age: 54.18% 45-59

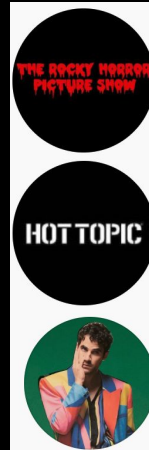


003 /// Market: 39,162

## POP PHENOM

52.66% Female

Age: 61.17% 18-34



004 /// Market: 42,706

## CULTURE CREATOR

61.36% Male

Age: 20.53% (35-44)

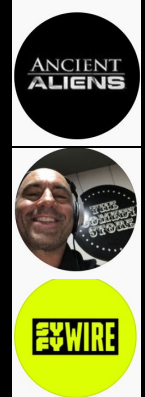


005 /// Market: 29,223

## SCI-FI SAVANT

63.03% Male

Age: 46.15% (25-49) // 23.58% 50-54





# Profiles

# 001: ROCK ENTHUSIAST

Demographics: 83.02% Male | Age: 47.38% 35-54 | HHI 20% \$100k-\$200k

## PSYCHOGRAPHICS:

Music Lovers 76.22% | Celebrity Fans 46.7% | Entertainment Junkies 66.38% | Art Appreciators 22.87%

- I am often chosen to be the spokesperson in my group: 42.11% (1.35x)
- Meeting new people comes easy to me: 60.65% (1.28x)
- I like to stand out in a crowd: 26.87% (1.31x)
- I enjoy taking risks: 48.20% (1.26x)

What I'm drinking: Michelob Ultra 11:03% (8.29x)

Social Target (Universe Size 360K, +25 miles Nashville, TN): C.F. Martin & Company, David Bowie, Johnny Cash, Dolly Parton, PRS Guitars, Classic Rock (magazine), Gibson Guitar Corporation, The Rolling Stones, Reba McEntire, HEDWIG on Broadway, Country rock, Blue Man Group, or Michelob ULTRA

## INTERESTS/BRANDS/PRODUCTS



Blue Man Group  
42.68%  
(224.07x)



Hedwig 57.32%  
(64.66x)



Classic Rock Magazine  
16.02%  
(9.21x)



Martin Guitar  
15.99%  
(10.57x)



David Bowie  
16.37%  
(9.91x)



Micky Dolenz  
21.25% (12.26x)



Dolly Parton  
30.66% (2.25x)



## INFLUENCERS

# 002: THEATER JUNKIE

Demographics: 58.04% Female | Age: 54.18% 45-59 | HHI 20% \$100k-\$200k

## PSYCHOGRAPHICS:

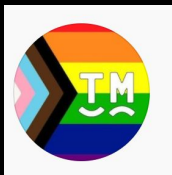
Art Appreciators 35% | Entertainment Junkies 54.40% | Beauty & Wellness 38.49% | Design Lovers 26.37%

- I am interested in other cultures: 76.19% (1.38x)
- Conformity makes me uncomfortable: 40.72% (1.27x)
- I like to share my knowledge with others: 81.03% (1.27x)
- Friends look to me to organize activities: 44.17% (1.24x)

What I'm drinking: Diet Coke 16.65% (4.95x)

Social Target (Universe Size 670K, +25 miles Nashville, TN): Theatre, Playbill, Performing Arts, RuPaul's Drag Race, Project Runway, Broadway theatre, Darren Criss, Musical theatre, Chris Colfer, Lin-Manuel Miranda, TheaterMania or the Book of Mormon (musical)

## INTERESTS/BRANDS/PRODUCTS



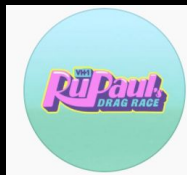
TheaterMania  
a: 27.47%  
(10.97x)



Playbill 36.49%  
(10.28x)



Project Runway  
18.81% (6.71x)



RuPaul's Drag  
Race 21.85%  
(4.44x)

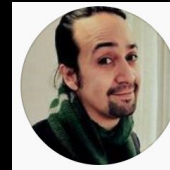
## INFLUENCERS



Kristin  
Chenoweth  
20.24%  
(9.48x)



Darren Criss  
12.84% (12.53x)



Lin-Manuel  
Miranda 39.85%  
(3.05x)

Source: Helixa, 2021

# 003: POP PHENOM

Demographics: 52.66% Female | Age: 61.17% 18-34 | HHI 41% \$40k-\$100k

## PSYCHOGRAPHICS:

Entertainment Junkies 90.32% | Music Lovers 64.01% | Art Appreciators 20.78% | Design Lovers 17.43%

- I consider myself interested in the arts: 53.65% (1.36x)
- I am expressive when sharing my opinion: 41.13% (1.28x)
- I like to stand out in a crowd: 31.74% (1.55x)
- I buy the same products that celebrities use: 14.87% (1.82x)

What I'm drinking: LDA - Fireball Whiskey 4.84% (2.59x) | Snapple: 2.99% (1.36x)

Social Target (Universe Size 170K, +25 miles Nashville, TN): Lady Gaga, Darren Criss, Hot Topic, Snapple, The Rocky Horror Picture Show, HEDWIG on Broadway, The Other 98%, Fireball Cinnamon Whisky, Laverne Cox or Jinx Monsoon

## INTERESTS/BRANDS/PRODUCTS



The Rocky  
Horror  
Picture Show  
18.87%



Hedwig:  
83.75%  
(104.52x)



The Other  
98%: 40.66%  
(1.28x)



Hot Topic:  
9.66% (2.13x)

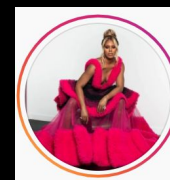
## INFLUENCERS



Jinx Monsoon:  
15.34% (15.69x)



Darren Criss  
21.09% (14.02x)



Laverne Cox:  
18.37% (10.64x)

Source: Helixa, 2021

# 004: CULTURE CREATOR

Demographics: 61.36% Male | Age: 20.53% (35-44) HHI: 29.02% 100k-200k

## PSYCHOGRAPHICS:

Politically Active: 81.64% | Entertainment Junkies 77.13% | Readers 58.70% | Music Lovers 47.79

- I like to pursue a life of challenge, novelty, change: 52.48% (1.24x)
- I consider myself interested in the arts: 53.68% (1.36x)
- Conformity makes me uncomfortable: 50.90% (1.59x)
- I like to stand out in a crowd: 30.30% (1.48x)

What I'm drinking: Maker's Mark: 4.5% (1.28x)

Social Target (Universe Size 270K, +25 miles Nashville, TN): Social equality, empowerment, Margaret Cho, HEDWIG on Broadway, Dan Savage, Veep (TV Series), Blue Man Group, Social change, LGBT social movements, Rolling Stone or Warby Parker

## INTERESTS/BRANDS/PRODUCTS



Rolling Stone:  
31.62% (2.24x)



Hedwig:  
80.22%  
(85.14x)



Voters for  
Equality:  
19.73% (8.06x)



Warby Parker:  
2.21% (1.17x)



Blue Man Group  
19.78% (97.73x)



Dan Savage: 21%  
(9.15x)



Margaret Cho:  
27.96% (10.68x)

Source: Helixa, 2021

# 005: SCI-FI SAVANT

Demographics: 63.03% Male | Age: 46.15% (25-49) // 23.58% 50-54 HHI: 19.03% (100k-200k)

## PSYCHOGRAPHICS:

Entertainment Junkies 53.73% (1.64x) | Music Lovers 36.74% (1.52x) | Netizens 7.52% (3.34x) | Outdoor Enthusiasts 7.82% (1.93x)

- People are often surprised by the things I know: 67.52% (1.31x)
- I like to learn about new things: 75.56% (1.15x)
- People often copy what I do or wear: 32.95% (1.63x)
- I like to stand out in a crowd: 32.24% (1.57x)

What I'm drinking: Black Rifle Coffee 9.66% (2.80) // Jack Daniels: 5.81% (1.13x)

Social Target (Universe Size 430K, +25 miles Nashville, TN): Elon Musk, Unidentified flying object, Jack Daniels, Area 51, Ancient Aliens, Science fiction movies, The X-Files, Extraterrestrial life, Joe Rogan or NASA

## INTERESTS/BRANDS/PRODUCTS



NASA: 50.85%  
(4.31x)



Project Blue  
Book: 32.52%  
(188.37x)



SYFY WIRE:  
26.06%  
(24.65x)



Ancient Aliens:  
67.82%  
(173.85x)

## INFLUENCERS



Chip Coffey:  
11.64% (4.60x)



Joe Rogan: 16.67%  
(3.51x)



Elon Musk:  
26.84% (4.08x)

Source: Helixa, 2021

# YOUTUBE TARGETING

Affinities & Custom Audiences: Theatre Tickets, Theatre Shows and Plays, Musical Theater, Pop Music Fans, Frequently Attends Live Events, Rock Music Fans, Event Tickets, Art & Theatre Aficionados, Thrill Seekers, Event Tickets

Keywords: Aliens, UFOs, Unidentified Flying Object, UFO sightings, ufos caught on camera, Blue Man Group, Book of Mormon