



The Crane customer is...

25-35 years old.

Novelty seeking.

Image conscious and willing to express.

Act of validated quality from thought leaders they respect.

They've been priced out of housing market and place high value of carefully designed products which help them lead a considered and tasteful life.

They value meaningful experiences over instant consumerism and understand the value of quality. They are happy to invest in high-quality products that they can keep for a long time.

They desire to be different and want to stand out, purchasing decisions allow them to say something about who they are as a person.

Their world has been framed by 4 forces:

1. Turbulence - the world feels like a scarier place
2. Uncertainty - nothing is fixed, the future is not mapped out
3. Novelty - connected to everything, experience seekers "novelty seekers"
4. Ambiguity - greater freedom, fewer rules, new moral code

For our customer, a better future is not a certainty but something they must make for themselves.

They are motivated by the success of others, such as, entrepreneurs, young professionals, creatives, influencers, musicians and creators.

They want to take control and express themselves.

They seek novelty and stimulation through new experiences to feed their cultural currency

-
67% of Millennials say that they are always looking for new experiences that will liven up their everyday activities

Social Copy: Since the inception of Crane we've placed an emphasis on bringing the performance, atmosphere and aroma of the professional kitchen into the home through a range of carefully crafted products.

Recently, we've become increasingly interested in, and passionate about, the notion of 'time spent around the table'. Crane products are, and have always been, best experienced at the table amongst friends and family. This is where the end benefit of our products are truly realised.

In 2022, we will be ceasing production of the C -Series range and our focus will begin to extend from within the kitchen to the table with a series of new products that are designed to help bring people together.