



# FASHION CRED

— DAY IN THE LIFE OF



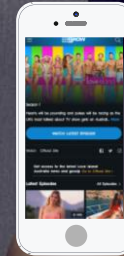
7am - Wakes up to 9Honey to check the 'What To Wear' section for work outfit inspiration.



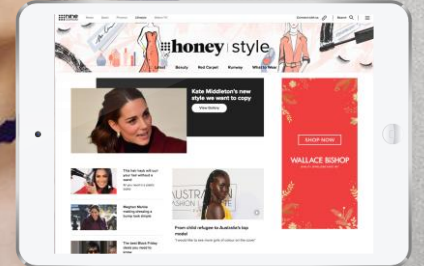
Travelling to work - Checks 9Pickle for the latest viral videos.



Lunchtime - Browses 9Honey to check out Gigi Hadid's top outfit picks.



Journey home - Check's 9Now for the next episode of Love Island Australia.



Evening - Relaxes and unwinds on the couch, while browsing 9Honey for the latest runway trends.

The Fashion Cred group represents young girls who are renting in the Inner City or still live at home with Mum and Dad. They are active on Instagram, Facebook and Twitter, and always love a good Snappy. They follow Aussie bloggers like Harper & Harley and Pepa Mack to get their fashion fix, but they tend to seek out more affordable options. They also love their celeb content, especially keeping up with what Gigi Hadid and Kendall Jenner are up to.

## DEMOGRAPHICS

50k+

HH INCOME

20-35

YEARS OLD



LOCATION

Capital Cities - Suburban

LIFE STAGE

Youth & Young Singles

## CAR OWNERSHIP

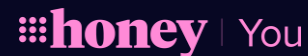


Passenger

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

7%