



## SEGMENTATION

Group your consumers in a meaningful way, using our rich and unique approach to segmentations.

Using the UK's largest shopper dataset, we'll create brand and market segmentations based on consumers' attitudes, behaviours and profiles. The results give you unparalleled detail and accuracy.

- **Measure segment sizes and quantify your best opportunities**
- **Tailor your marketing activities to deliver the right messages and offers for each segment**

## UNDERSTANDING CUSTOMER BEHAVIOURS AND ATTITUDES

Our segmentation work combines real-world data on consumer shopping habits with insights from the UK's largest connected research panel. We'll create meaningful consumer segments from scratch, grouping people by their behaviours and attitudes.

With this combination of attitudinal information and behavioural data, we'll determine how important each consumer is to you in order to quantify and prioritise opportunities.

Connected segmentations can answer questions like:

- 1 What makes **groups of consumers** different from each other?
- 2 What **opportunities** do different segments present your brand?
- 3 What is the **size and value** of your attitudinal segmentation?
- 4 Are your campaigns **reaching all key segments** effectively?
- 5 What are the best ways to **personalise** products and messaging?



# HOW WE CREATE CONNECTED SEGMENTATIONS

Our connected segmentations are founded on the data we hold about the shopping habits of over **17 million** UK consumers. This enables us to accurately identify people who buy your products or related items.

By cross-referencing this information with our research panel, we can select research subjects who we know have an interest in your product or sector.

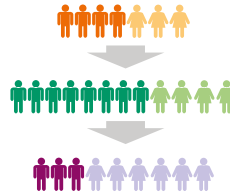
## NATIONALLY-REPRESENTATIVE CONSUMERS

With the UK's largest continuous panel\* and over five million contactable consumers to call on, our research subjects are representative of the entire UK, in every way.



## ACCURATE TARGETING

Our sampling is based on hard data about how people shop and what they buy — not just what they tell us.



## A CONNECTED VIEW

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



We generate a comprehensive picture of these consumers. How do they feel? What opinions do they have? What characteristics do they share? And, crucially, what's the most sensible way to group them?

Depending on the project, we use a range of methods to gather attitudinal data:

- Online surveys
- Focus groups
- Telephone surveys

Ultimately, we deliver a set of consumer segments that actually make sense for your business. And that's just the beginning, because then we'll help you develop strategies to connect and communicate with each group.

## Investigating who buys...

### DAIRY ALTERNATIVES

The dairy alternative sector is growing quickly, and projected to continue increasing in size.

A leading brand in this sector asked us to define key consumer segments, to help it understand who buys these products and where opportunities lie.

### THE QUESTIONS:

1. What **key segments** buy these products?
2. What **characteristics** do these segments have?
3. Which segments are **most valuable**?
4. How can this brand **reach consumers** in the key segments?

### THE OBJECTIVES:

1. Understand **what strategies** people in the segments will respond to.
2. Identify ways to **grow the brand**



### WHAT WE DID:

The brand had already developed its own segmentation model, based largely on assumptions and some limited research.

However, we elected to research the new segments from scratch, in order to avoid pre-conceived ideas clouding our work.

We analysed our shopping behaviours dataset to find consumers who had purchased products in this category. Around 2,000 matching shoppers were then asked to take part in a 20- minute survey.

This asked them a number of questions, covering their awareness of different brands, why they buy, who in the household consumes the product, and their attitudes towards healthy eating.

We combined the answers to this survey with data drawn from our shopper habits database. This included hard data on factors like purchase frequency and what other products are typically bought with dairy alternatives.



### THE RESULTS:

As the research progressed, four distinct consumer groups emerged. These were refined into well-defined segments, each with specific characteristics.

For example, some people were motivated to purchase by the products' health benefits. Others preferred the flavour of these products. And the smallest segment — although still an important group — consisted of people who like to avoid animal products.

We were also able to determine which of these segments offer the best opportunities for growth, and begin developing strategies to target each segment effectively.

\*When compared to Kantar Worldpanel, Nielsen Homescan, Kantar TGI and Nectar Canvass