

What do you need to target your consumers more effectively?



Consumer Segmentation from *Taylor Nelson Sofres*

Superpanel[®]

Consumer Segmentation

With both media and product fragmentation in the market place, you need to be sure that you are targeting effectively to maximise return and continue to justify your marketing expenditure.

A thorough investigation to find the key consumers who will grow the category and your product is necessary in order to keep ahead of the competition.

What *Superpanel* can do to help you talk to your consumers -

We can tell you how consumers **actually** behave as opposed to how they **think** they behave.

Every consumer has a purchasing signature. We can help you understand which people are similar by grouping them into clusters e.g. how many consumers tend to buy Private Label? Which consumers buy mainly on promotion? What is the decision process in choosing your brand?

We have up to 1 million purchase records to analyse in an average destination category giving an enormous amount of information at your disposal.

Before you talk to consumers you need to understand them -

- *Who are they?*
- *Which category groups offer your brand the best opportunities for growth?*
- *What motivates their purchasing?*
- *Who is the real competition?*

Your Opportunity Group of Consumers may look as follows:

	How big are they?	How important are they?	How important to my brand?	Who are they?	What do they buy?	What is the Opportunity
Your Opportunity	£4.2M	16% share of market	14% brand share	Young, Small Households, work full time	Health and convenience products	Encourage one more purchase per annum = £500K

What else do you need to know before you can talk to them?

- *Where they live*
- *Geodemographics*
- *The magazines that they read*
- *The promotions that they buy*
- *The TV and Radio programmes they enjoy*
- *Their general attitudes*

	What is the opportunity?	How do I reach them?	Where are they?	What do they like?
Your Opportunity	Encourage one more purchase per annum = £500K	Price promotions, Direct Mail	Urban Flats - London and South	Sky Sports, Eating out, Holidays off the beaten track

How the Superpanel Consumer Segmentation Service can help you

We will work with you on a consultancy basis to agree a meaningful set of consumer groups (clusters). We will then provide actionable data allied to these clusters.

There is also an opportunity with this service to validate previous segmentation studies based on claimed or qualitative methods.

The resultant clusters can then be set up for ongoing evaluation against your performance targets and should become currency for all your future activity.

To find out more about *Superpanel's Consumer Segmentation* service, please contact in the first instance:

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