

GfK Roper Consumer Styles

Target-group orientation for strategic marketing planning

Marketing presentation

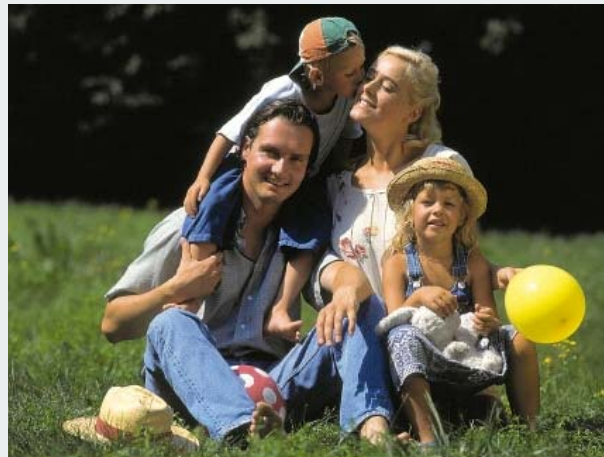


In-homogeneity of the society and of demographic target groups

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Divergence of lifestyles in consumer groups with different needs

- Increasing diversity of biographies
- Diversity of values and intentions
- Divergence of structures of income



Concepts of life, values and intentions of the consumers are so multifaceted that demographic target groups analysis and one-dimensional target group models often are too limited to understand consumer behavior and to create marketing activities oriented to their needs.

GfK Roper Consumer Styles

Answers for target group marketing

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■ Identification of target groups

- Which is my (relevant) target group?
- Which value orientations and attitudes are driving (the consumption of) my target group(s)?
- Which product usage and expectations concerning my product category do my target group(s) have?

■ Target group specific marketing

- How can I reach my target group best?
- What kind of communication is suited best to reach my target group?
- What product features fit best to my target group?
- How big is the regional potential/size of the target group?
- Which addresses/clients are belonging to which target group?

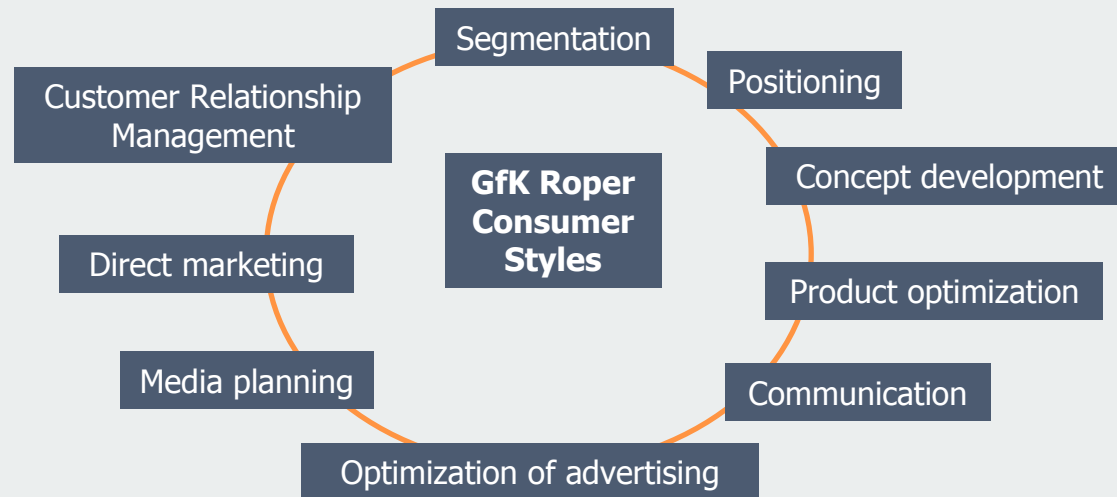


Objectives and advantages of GfK Roper Consumer Styles

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Building up an instrument

- to investigate values, behavior and interests of the consumers,
- to allow the focusing of the marketing activities to the target group specific needs,
- and which can be used in the complete marketing process.

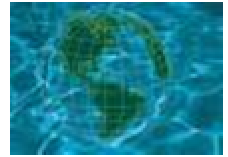




The GfK Roper Consumer Styles approach

GfK Roper Consumer Styles segmentation

Research design



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Institute	GfK Group
Fieldwork	2006 - 2007
Area	31 countries (covering 1.000.000.000 consumers)
Sample	Phase 1: n = 4.900 (Europe) Phase 2: n = 39.000 (World)
Target Group	Adults, 13 years and older
Method	In-person interviews
Questionnaire	See next page

GfK Lifestyle Research / Roper Reports

Continuous analysis of consumer behavior worldwide

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- 
- Mood of the World
 - Life & leisure
 - Personal Values
 - Power Brand fundamentals
 - Demographics
 - Social networks and influence
 - Shopping behaviour and decisions
 - Beverages
 - Youth issues
 - Media and advertising
 - Technology
 - Beauty
 - Automotive

GfK Lifestyle Research / Roper Reports

Analysis of consumer behavior worldwide



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Roper Reports Worldwide

Database

Analysis

Target group analysis

Country analysis

Time series / Trend analysis

GfK Roper Consumer Styles

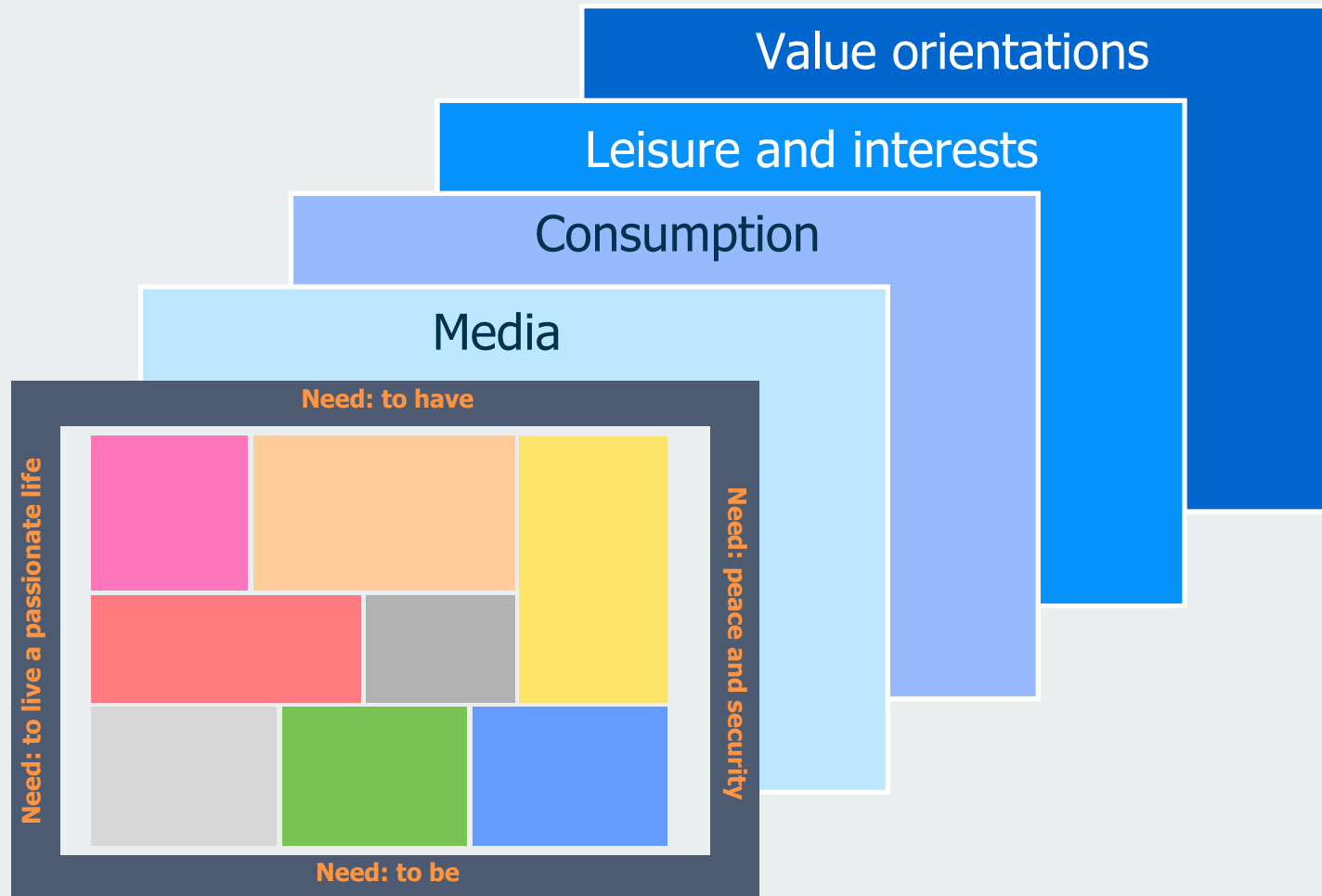
Consumer
typology

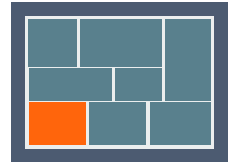
Link to

- Roper Reports
- GfK consumer panels
- Allensbach Media Market Analysis
- Ad-hoc research

GfK Roper Consumer Styles considering preferences and interests...

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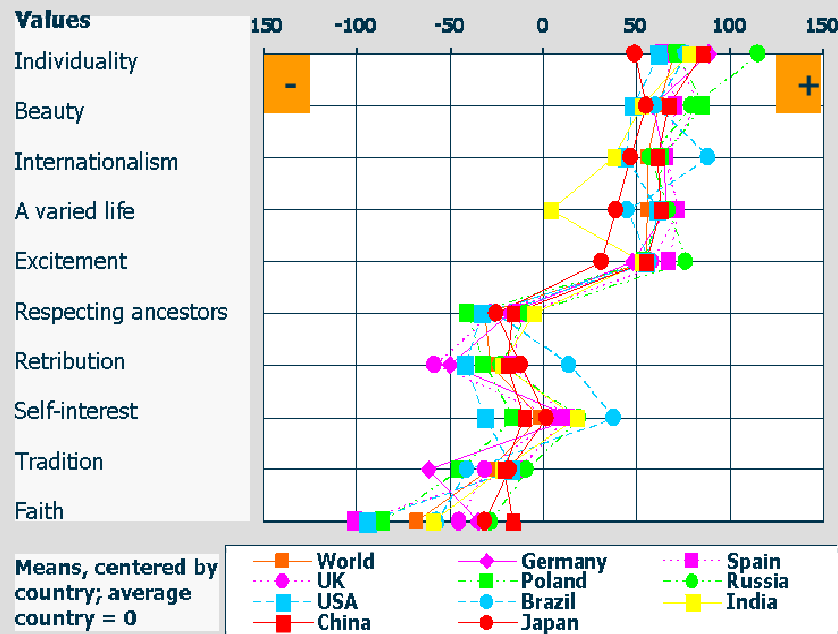




Basic findings of our international lifestyle research

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There is no standard consumer behavior equal in all countries, but there are existing homogeneous population groups with characteristic values, interests and activities which can be found and which show comparable profiles in all countries.



Open-Minded Value profiles

The GfK Roper Consumer Styles segments are showing highly comparable value orientations in all countries.

GfK Roper Consumer Styles is a consumer lifestyle segmentation of European heritage with worldwide usability. This new Typology delivered by the Roper Reports Worldwide is currently available for 38 countries across five continents.

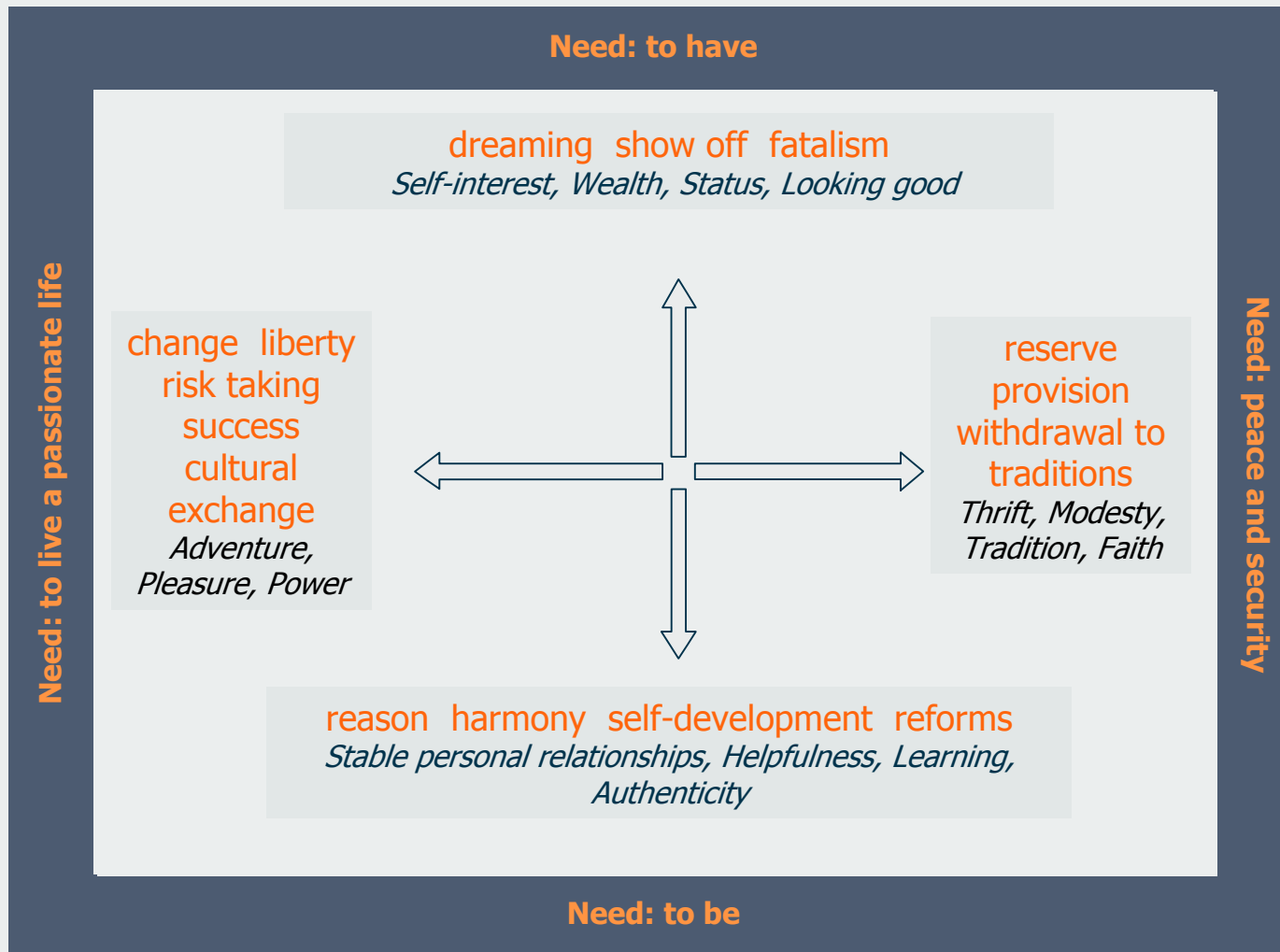


Value orientations and lifestyle segments

GfK Roper Consumer Styles

Values and drivers of consumption

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GfK Roper Consumer Styles

Structure of consumption behavior and preferences

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Need: to live a passionate life
hedonism, pleasure

Need: peace and security
puritanism, security orientation

Need: to have
materialism, price orientation

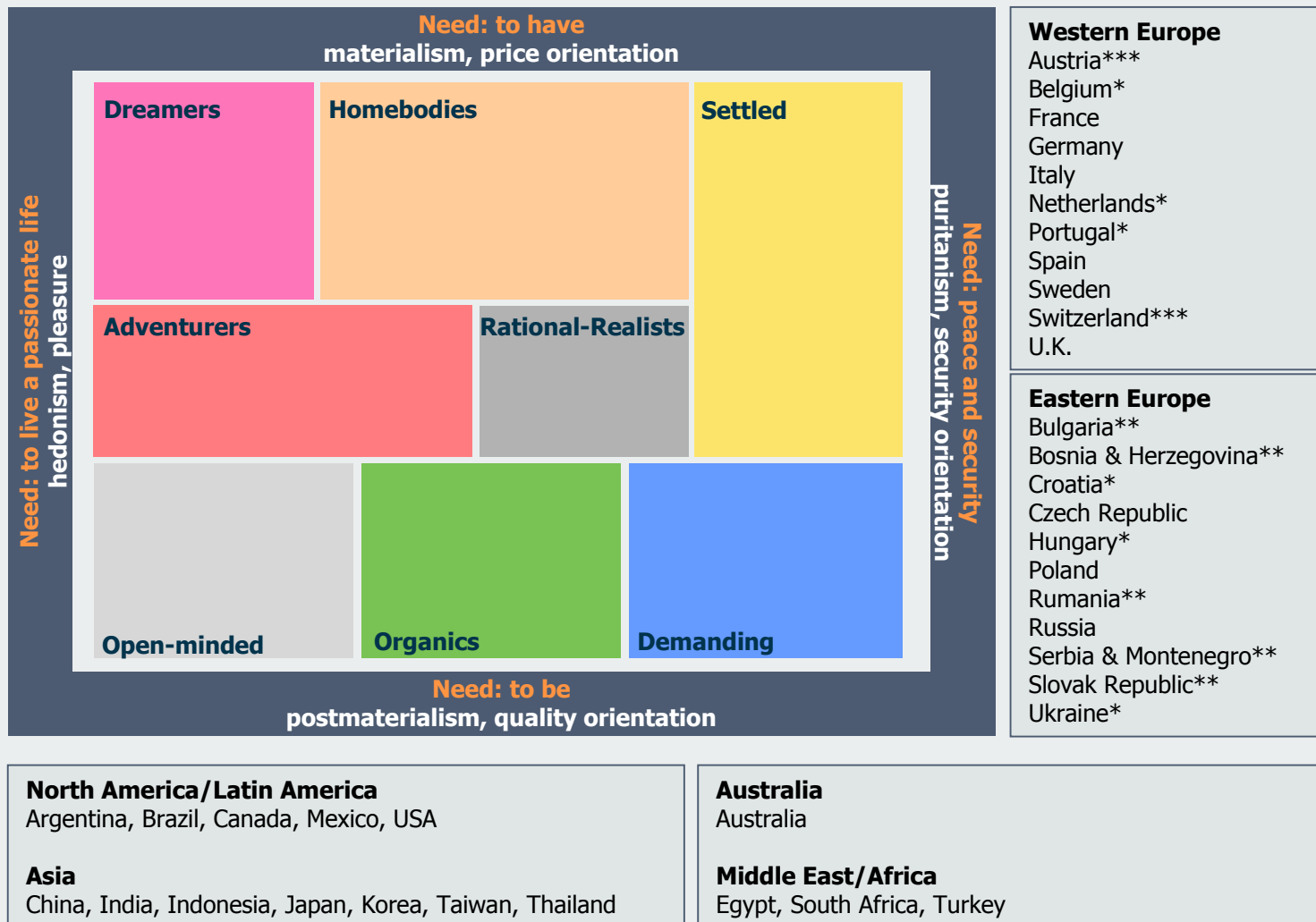
Need: to be
postmaterialism, quality orientation



GfK Roper Consumer Styles

Structure of value orientations and lifestyles

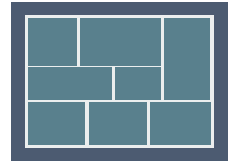
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* RRW-Additional countries
 ** CEE-Additional countries
 *** WE-Additional countries



The lifestyles at a glance



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Dreamers –
dream of great fortune



Homebodies –
yearning for security and
status



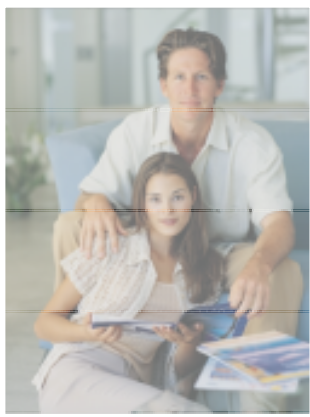
Settled –
desire for peace and harmony



Adventurers –
living passions



Rational-realists –
hard work and respect for
the nature



Open-minded –
between self-realization,
social responsibility and
enjoyment



Organics – search for
sustainability and intellectual
enrichment



Demanding –
sense of duty and discipline

The Roper Consumer Styles in the Dutch Market

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Avontuur en non-conformisme
Hedonisme, Risico's

Traditioneel en harmonie
Veiligheid, Zekerheid

Op het materiele gericht
Materieel succes, Status, Prijs -waarde georiënteerd

Dromers (5%)



Toekomstgericht,
grote aspiraties

Huiselijken (19%)



Verlangen naar
zekerheid en status

Gesettelden (13%)



Rust & harmonie

Spanningzoekers (15%)



Passievol leven,
avontuur

Realisten (8%)



Hard
werken,
respect v.
omgeving
en natuur



Duurzaamheid
en intellectuele
verrijking

(15%)

Wereldburgers



Sociale
verantwoor-
delijkheid

(10%)

**Maatschappelijk
betrokkenen**



Veeleisend,
sterk
plichtsbesef

(15%)

Plichtsgetrouwen

Post-materialisme, Kwaliteit georiënteerd, Authenticiteit
Op het intellectuele gericht

Target group information

Relevant characteristics

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Potentials

What is the size of each target group on a global level and in the respective region?



Values

What means life for each GfK Roper Consumer Style? What are the most important values? Which patterns do they form?



Demographics

What is the life stage of each target group and which education and income levels characterize it?



Leisure time

What are their leisure time activities? What is their characteristic pattern of behavior?



Consumption

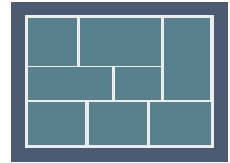
What are their preferred retail outlets? Which kind of products do they like?



Marketing

What are the key triggers for marketing? Which kind of communication is appropriate and which kind of media content do they take notice of?

De leefstijlen. Acht verschillende segmenten



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**Dromers**

Toekomstgericht, grote aspiraties

**Huiselijken**

Verlangen naar zekerheid en status

**Gesetteld**

Rust & harmonie

**Spanningzoekers**

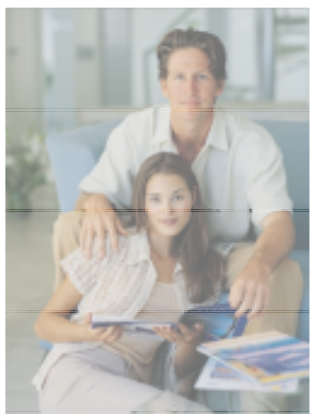
Passievol leven, avontuur

**Realisten**

Hard werken, respect voor omgeving en natuur

**Maatschappelijk betrokkenen**

Sociale verantwoordelijkheid

**Wereldburgers**

Duurzaamheid en intellectuele verrijking

**Plichtsgetrouwen**

Veeleisend, sterk plichtsbesef

Huiselijken



Huiselijken

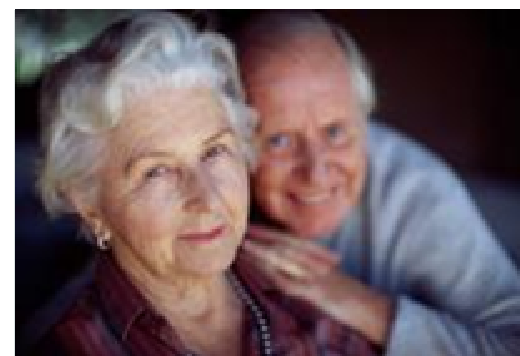
Verlangen naar zekerheid en status

Vrienden en directe omgeving spelen belangrijke rol in het leven. Georiënteerd op gemak.

Consumptie

Producten en diensten die zekerheid bieden. Geaccepteerde producten en merken merken. Gemak.

Gesettled



Gesetteld

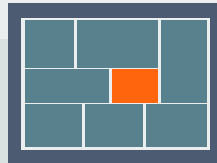
Verlangen naar rust en harmonie

Traditioneel ingesteld. Relatief meer ouderen.

Consumptie

Een sobere consumptiestijl. Sterke relatie met familie en directe vriendenkring. Thema's zijn: familie, veiligheid en gezondheid.

Realisten



Realisten

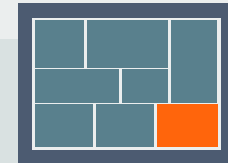
Hard werken en respect voor de natuur

Kritisch en bezette mensen die de blik richten op een toekomst en een betere wereld.

Consumptie

Besteed tijd aan zoektocht naar producten en diensten (en merken) die corresponderen met hun eigen hoge eisen.

Plichtsgetrouwen



Plichtsgetrouwen (veel eisenden)

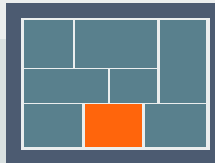
Sterk plichtsbesef en gedisciplineerd

Nauwgezette mensen met traditionele achtergrond. Stellen hoge eisen aan zichzelf en hun omgeving.

Consumptie

Hoge eisen aan productkwaliteit en kwaliteit van dienstverlening.

Maatschappelijk betrokkenen



Maatschappelijk betrokkenen

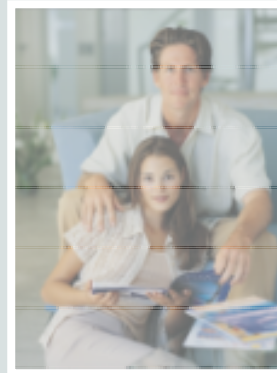
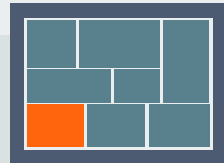
Zoektocht naar duurzaamheid en intellectuele verrijking

Sterk verbonden met de omgeving en maatschappij zonder de hedonistische kant van het leven te verwaarlozen.

Consumptie

Rationele consumptiestijl die georiënteerd is op hoge kwaliteit en duurzaamheid.

Wereldburgers



Wereldburgers (open minded)

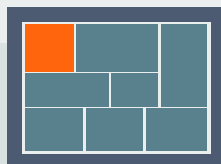
Grote sociale verantwoordelijkheden, maar gelijktijdig gericht op succes.

Hedonistisch, tolerante intellectuelen die zoeken naar individualiteit en persoonlijke harmonie.

Consumptie

Consumptiestijl met aandacht op leefstijl en sfeer.

Dromers



Dromers

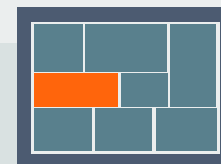
Dromen van een interessante toekomst

Intuïtief, jong van geest, materialistische ingesteld. Nemen beperkte risico's.

Consumptie

Producten en diensten met een goed imago. Merkkeuze belangrijk.

Spanningzoekers



Spanningzoekers

Leven met passie

Jonge, dynamische mensen. Streven naar succes en (materialistische) onafhankelijkheid.

Consumptie

Consumptie die georiënteerd is om vrije tijd maximaal te benutten. Early adopters van innovatieve producten.