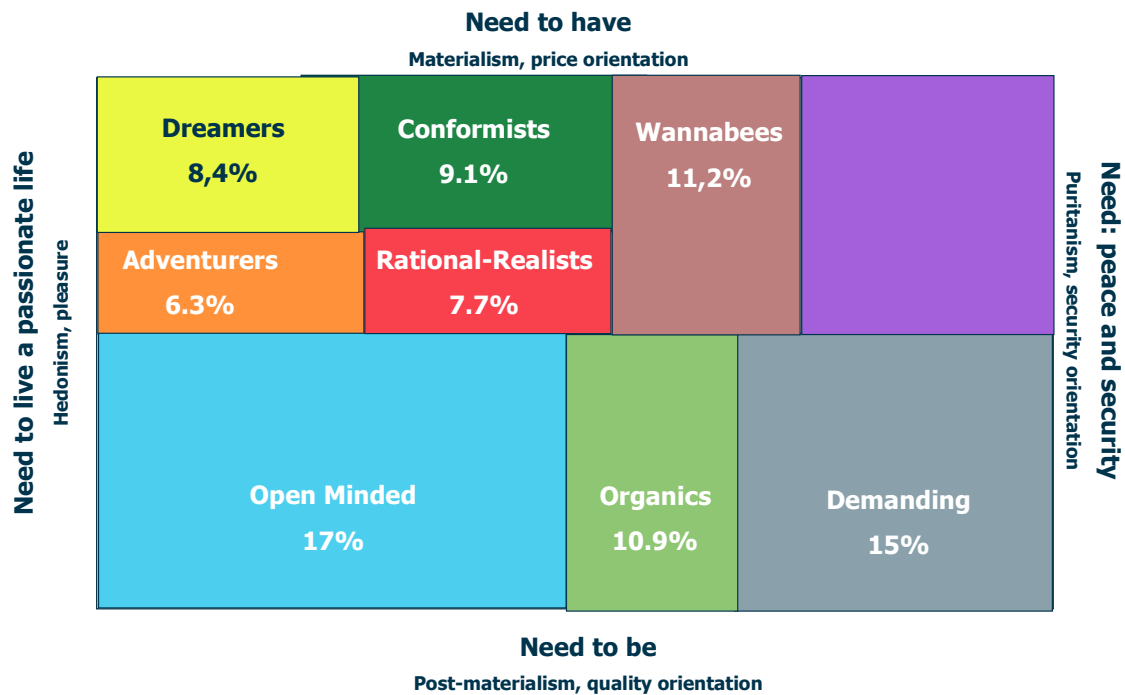


The GfK Roper Consumer Styles segmentation soon available on the GfK 4000 householdpanel



Mere socio-demographics are no longer the sole way to segment or to better understand purchase behavior of consumers. There the GfK ConsumerScan panel members were clustered into nine styles based on the following needs of individuals:

- Need to live a passionate life
- Need for peace and security
- Need to have (materialistic)
- Need to be (quality)



By making this segmentation available for the ConsumerScan panel GfK is able to provide brand marketers with actual and not perceived life style profiles of your target group, of your loyal brand buyer or unloyal brand buyer.

This allows you to find which *tone of voice* for your agency’s copywriter will be appealing to your existing brand buyers or to, even more important, the target group not yet buying your brand.

All possible Consumerscan tools like basket –analyses can be used in combination with these Roper consumer-styles.

Not only do we track actual purchase behavior and segment it by consumer styles but we link it also to the preferred media titles they read, view or listen to. This gives you the power to frame your target group, define the way you need to communicate with them and to determine which mix of media gives you the highest reach or focus.

As an example you find below the shopping behavior of ***dreamers***. They represent 8,4% of the population and are characterized by the fact that they are intuitive, young, materialistic people chasing the world of stars and a place at the sun. They are materialistic and dream of great fortune. They are looking for high image brands and for bargains. But where do they go shopping for FMCG ? ...

Retailer preference dreamers

% share of retailer within open group / % share of retailer Belgium

