



GfK ROPER CONSUMER STYLES[#]

Target group orientation for strategic marketing



IT'S ALL ABOUT TARGETING... AND IT ALL STARTS WITH SEGMENTATION.

Segmentation is the most important thing you need to do as a marketer!

Target group marketing is the foundation of everything – from strategy to innovation to execution. It helps to decide WHERE to compete and HOW to WIN.

Successful target group marketing requires a **segmentation system with high business relevance**.

There are many ways to segment people. There is no one fits all solution. But there is this one segmentation, that is not purely ad hoc tailor-made and nonetheless has this high business relevance –

GfK Roper Consumer Styles[#]

If you agree to most of the following statements, **GfK Roper Consumer Styles[#]** will be the right segmentation for your business.

"I need the kind of segmentation ...

- that allows me to develop product, communication and brand strategies that get to the heart of consumers."
- with tactical business relevance and direct impact on purchasing behavior."
- that allows a holistic understanding of the consumers beyond socio-demographics and product specific needs."
- that allows a single consistent strategy across countries and product categories."
- that takes the affinity towards technology and its influence on consumers' lifestyles into account."
- that offers me a broad and flexible approach to bring the segments to life."
- that is robust, validated, up-to-date and stable over time."
- that I can use right away at reasonable costs."

INTRODUCING GfK ROPER CONSUMER STYLES#

GfK Roper Consumer Styles# (GfK RCS) is a multi-dimensional, globally validated lifestyle segmentation of consumers providing a holistic understanding of the consumer beyond socio-demographics and independent of a specific product category.

GfK RCS is a highly valid and differentiating segmentation system with interfaces to various market research and marketing tools. It supports strategic and operative questions of the marketing process and can be tailor-made to your business.

The segmentation was created and is annually tracked within the frame of GfK Consumer Life (formerly known as Roper Reports® Worldwide) in more than 25 countries.

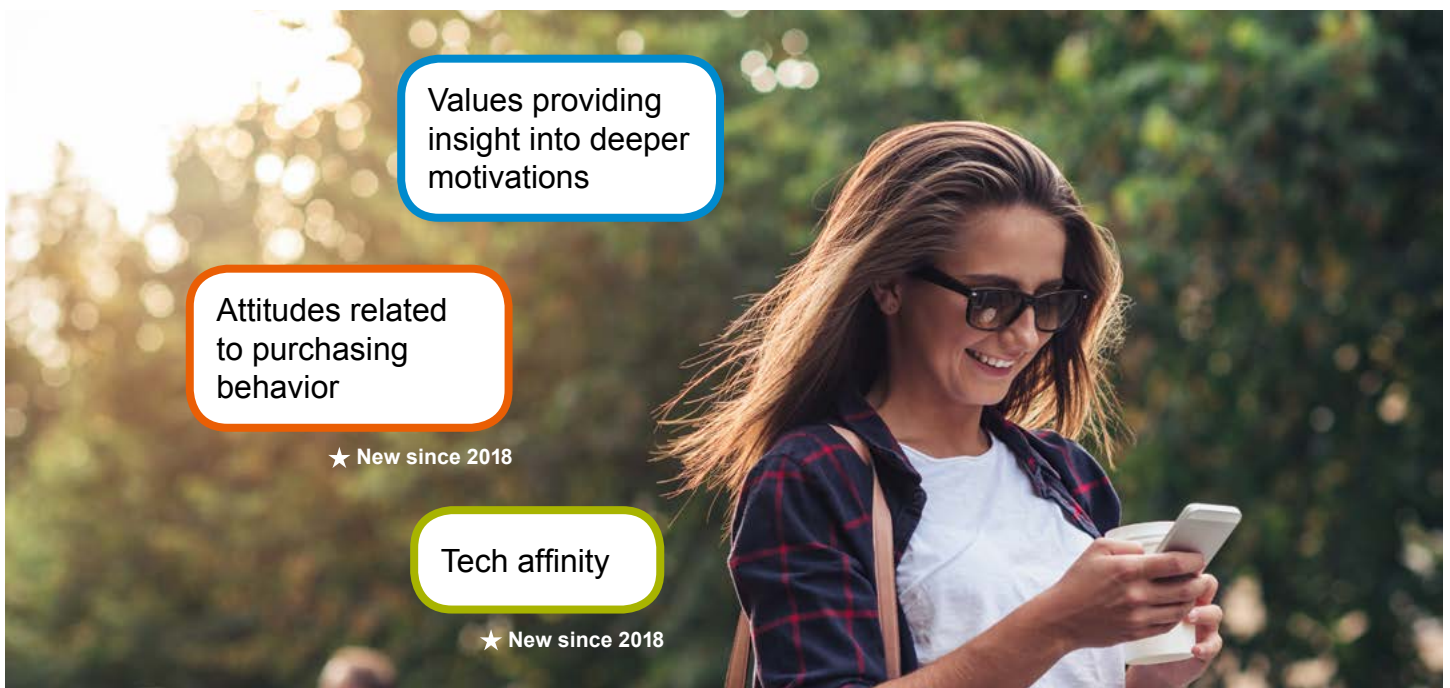
What makes GfK Roper Consumer Styles# unique?

Up-to-date lifestyle segmentation with high business relevance by focus on the fundamental drivers of purchase decisions: values, attitudes related to purchasing behavior and tech affinity. We can link GfK Roper Consumer Styles# with many other data sources and are able to enrich your target segments with information about the real purchasing behaviour.

Your benefits at a glance...

- One target group currency across markets, categories and brands
- With high business relevance and direct impact on purchasing behavior
- With interfaces to market research and marketing tools: GfK consumer panels, eBus, ad hoc studies
- Applicable in all areas of business decisions: brand strategy, communication, media, innovation & product development, Geomarketing, CRM...
- Standardized and ready-to-use
- But nonetheless flexible and user-centric: depth of information and deliverables can be tailor-made to your business
- Yearly validated on a global basis, up-to-date and stable over time

Efficiency & decision certainty through business relevant target group knowledge.





Why should marketers incorporate values into their consumer research?

Values dominate our consumption decisions “...they do this, because they impose rules by which we decide (unconsciously) what is good or bad, what is true or false, what is tasteful or nasty, acceptable or unacceptable.”¹

GfK RCS segments differ from each other depending on their fundamental value orientations. This builds a strong foundation for your strategic marketing and product development.

Values can be used in innovation processes to develop products that get to the heart of consumers’ needs by considering their aspirations. They can be used in communications to establish messages that will create a connection with consumers, which in turn will encourage loyalty. Personal values provide an insightful way to understand different consumer groups and manage brand portfolios to avoid cannibalization.

Why do GfK RCS take attitudes related to purchasing behavior into account?

People’s attitudes towards brands, products and price influence their purchasing behavior. People differ in the ways they pay attention to brands, quality, price, novelty.

For instance, a growing number of people worry about the environment and feel guilty when they do something that is not environment friendly. Especially younger people are becoming more environmentally aware.

GfK RCS takes these business relevant developments into account.



Why do GfK RCS integrate tech affinity?

New technological devices are changing people’s lives rapidly. They influence consumers’ needs and consumer behavior in many areas of life.

The integration of tech affinity into the GfK RCS segmentation approach acknowledges the relevance of digital drivers on consumers’ lifestyles. GfK RCS segments differ from each other depending on their affinity towards technology items – from early adopters to basic users, from entertainment seekers to need oriented segments.



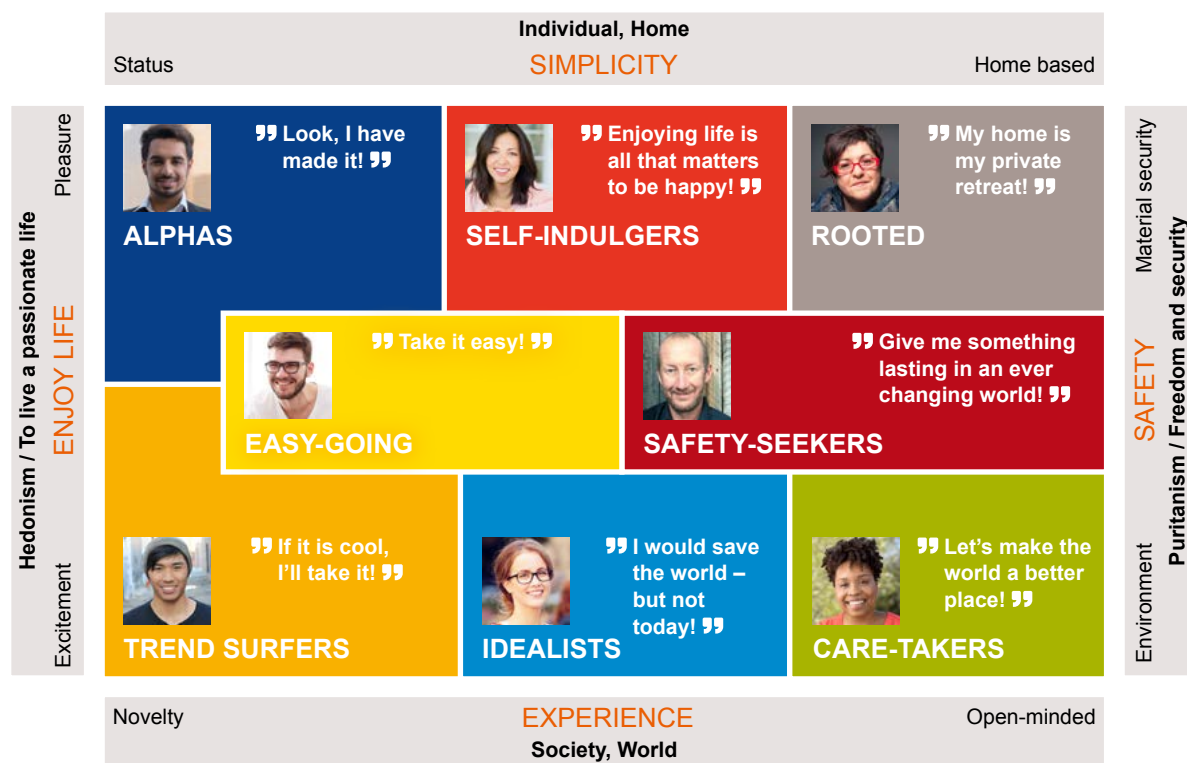
GfK Roper Consumer Styles[#] : Ready for the digital age

¹ Dr. Eike Wenzel, Oliver Dziemba; Wie geht es der Welt?; 2008

GfK RCS lifestyle map as fundamental system to structure value orientations

The lifestyle map provides an overview of the fundamental structure of value orientations as well as their relation with consumers' lifestyles.

It allows a systematic analysis of consumers and brands against the background of value orientations determining life and consumption.



How to work with GfK RCS?

Detailed and lively segment descriptions are the first step to inspire you.

For each of the eight segments you will learn: What drives people? What do they want? What do they do? How do they live? How to reach them? What does their socio-demographic look like? How large is the segment?

The reports are available for 25 countries or on a global level. In combination with the report we offer a segmentation activation workshop. In this workshop you will get a deep understanding of the segments and draw first conclusions how to map the segments to your business strategy: What are the most interesting segments for your brand? Which segments offer you a new opportunity? And how do you need to address them?

You have the choice:

GfK RCS Experts Report (9.800 €)

- 40 pages per segment, total 350 pages
- Content: Segment profile, personal values, consumption preferences, interests and activities, living conditions, communication, deep dives on technology, food, personal care, mobility, socio demographics

GfK RCS Essentials Report (4.800 €)

- 8 pages per segment, total 105 pages
- Content: Personal values, consumption preferences, interests and activities, media usage (communication channels), socio demographics and segment size

We can link GfK Roper Consumer Styles[#] with many other data sources and offer a broad set of tools to bring the segments to life and to map them to your brand

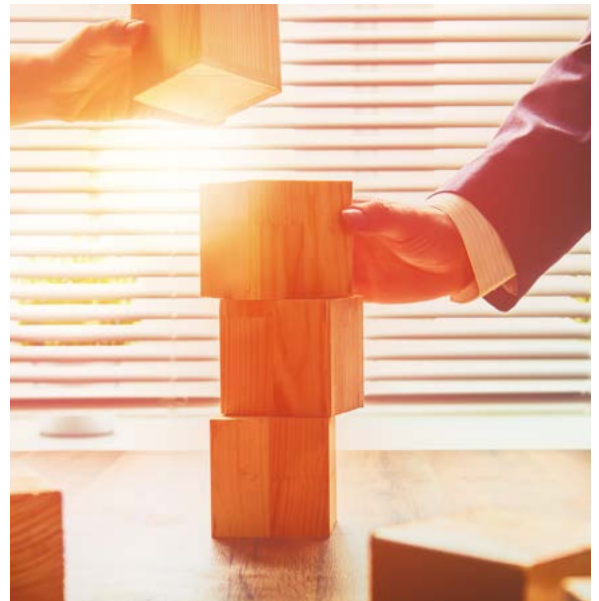
TOOL	CONTENT	OUTCOME
GfK RCS Reports (Expert or Essential)	Detailed segment profiles for 25 countries or on a global level	Starting point to get to know the GfK RCS segments and first inspiration to uncover your business opportunities
GfK RCS presentation	Detailed explanation of the segments	Deep understanding of the segments
GfK RCS activation workshop	Interactive workshop with your internal stakeholders to get acquainted with the segments and discuss what they mean for your brand	Deep understanding of the segments and first conclusions to map the segments to your business strategy
GfK RCS Consumer Panel	Real purchasing behaviour based on GfK Consumer Panel data for each segment. Which brands, products, categories are bought? Which media is used?	Uncover opportunities for your brand based on current purchasing behavior of the segments
GfK RCS Ad Hoc & Qual	Gain a deeper understanding of your target group with individual ad-hoc research. A short battery of statements allows for allocating every person to a GfK Consumer Style	All your insights from other sources broken down per GfK RCS segment
GfK RCS BUS	Fast understanding of brand usage or product preferences or any other customized questions within the GfK eBUS setting	Fast enrichment of your segment knowledge focused on your brand or category
GfK RCS Holistic (based on Consumer Life data base)	Segment deep dives for more than 25 countries based on Consumer Life data base	Deep dive into certain segments and learn more about their general lifestyle or behavior in other product categories
GfK RCS Geomarketing	Regional location tracking of segments down to specific areas or even streets	Insights for your direct marketing activities (e.g. location planning, POS, samplings,...)
GfK RCS Trends	Analysis of trend affinity for each segment with GfK Trend Key framework	Get inspiration for your product development and learn how to trigger each segment

The history of GfK RCS

GfK Roper Consumer Styles[#] is a segmentation framework with tradition. It reaches back to 1989 with intensive research programs in European countries and was based on the “Socio-Styles-Système” of Prof. Bernard Cathelat.

In 2007 the value system was combined and updated with Prof. Shalom Schwartz’s “Theory of Basic Human Values”. At the same time GfK RCS was extended to a global level with a new annual data basis, the Roper Reports Worldwide (now called GfK Consumer Life).

Based on GfK Consumer Life we track and validate the segmentation every year. So we know when it is time for an update.



The update in 2018



Although values rarely shift in dramatic ways, they can change over the course of a lifetime, and they can shift at the cultural level. We observed that defining core values have become less discriminating and new values need to be added to the segmentation model (e.g. enjoying life, adventure, social recognition).

New technological developments are influencing consumer lifestyles and behavior tremendously. Consequently it is now time to integrate them into the segmentation.

People differ depending on their attitudes towards purchasing behavior (e.g. price, brand, quality). To increase the business relevance of the segmentation we have integrated this perspective to explain consumption behavior even better.

How do GfK RCS differ from other segmentations?

We live in a time of rising prosperity around the globe, education levels increase and people have more leisure time than ever. Therefore they strive for individualization and self-determined lives. Nevertheless people want to be part of social groups that share the same values, consumption preferences and interests. In this context lifestyle segmentations, which take personal values into account, have become more and more relevant.

The GfK RCS framework offers a holistic view on the consumer independent of a specific product category. The link to your product category is part of the segment description and can be further explored with segment deep dives (e.g. via the Consumer Panel or ad hoc research).



The advantage of a holistic segmentation approach is that it can be used in a broader context to develop a consistent strategy across different categories. This has become more and more important as borders between categories are diminishing. Focusing on values allows future oriented thinking because values are the fundamental drivers of purchase decisions beyond the borders of one specific category.

Other holistic segmentation approaches, e.g. segmentation based on socio-demographics, are easy for targeting but can hardly explain consumer preferences. For example: Two famous persons like Prince Charles and Ozzy Osborne are socio-demographic twins (male, same age, rich, living in the UK and both have two children). Nevertheless they probably won't meet in the pub or buy the same products.



Another very common holistic segmentation approach is social milieus. This approach had its origin in the 1960s and was developed to predict election behavior. It is based on fundamental value orientations in combination with social class. But this approach has lost explanation power when it comes to shopping behavior. Even people from lower social classes are willing to spend a lot of money for smartphones or a new TV because the trigger for their behavior is their status orientation and not their social class or milieu.



Do you have any further questions?
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About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".