



## JUMPSTART INNOVATION WITH GfK CONSUMER LIFE

How to understand tomorrow and its implications for brand growth? For over 25 years, companies have turned to GfK Consumer Life to dive deep into today's market and where it's heading, to develop strategic opportunities.

With GfK Consumer Life, you can:

- start with the broader context of change to understand how **social and cultural** shifts impact everyday lives
- understand how these changes **impact engagement** with products and services
- have **visibility into disruptive forces**, and how consumers may embrace or reject them
- capture emerging opportunities by monitoring change across **all aspects of your consumers' lives**

All to jumpstart innovation and growth through the right foundational understanding, to improve peoples' lives.

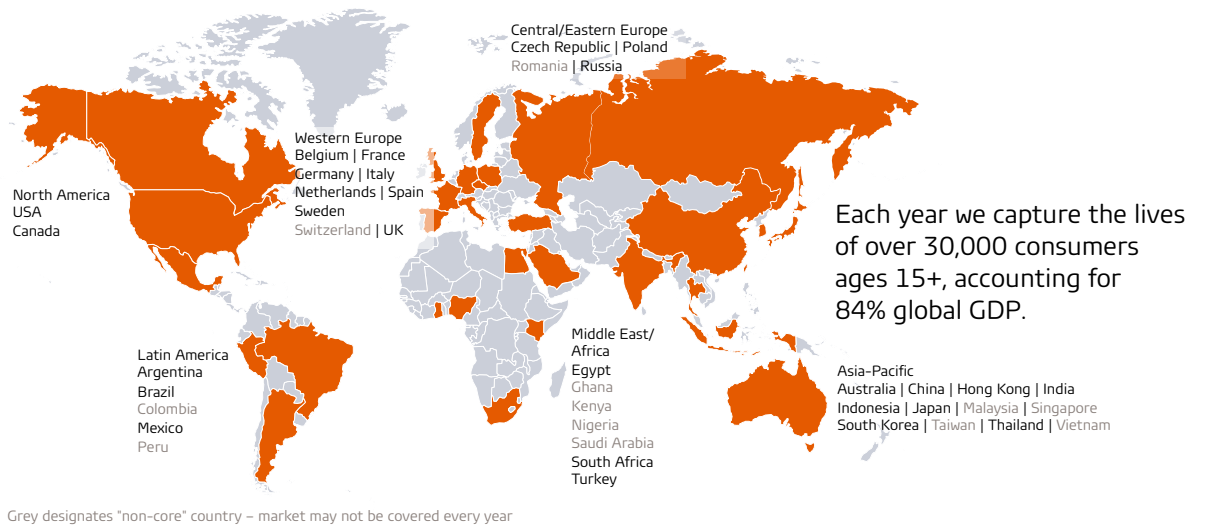
Our service provides a deep understanding of what consumers are thinking, doing, buying and what is changing. We provide both reports and bespoke consulting to give you visibility on the big issues to move your business forward.

**Providing a holistic perspective of consumers by understanding all aspects of their lives.**

Answering the questions tied to your business challenges:

- **New markets**  
We want to expand into high growth markets – what do we need to know about these consumers?
- **New consumers**  
Who is this young Gen Z and how will it impact my business?
- **Category development**  
What impact will an emerging middle class have on category usage?
- **Media consumption**  
How do I stay relevant in an increasingly fragmented media landscape?
- **Market opportunities**  
What societal trends are shaping the health of my category and my brand, and how can I leverage them?

GfK Consumer Life: The longest-standing and most robust study of its kind in the world



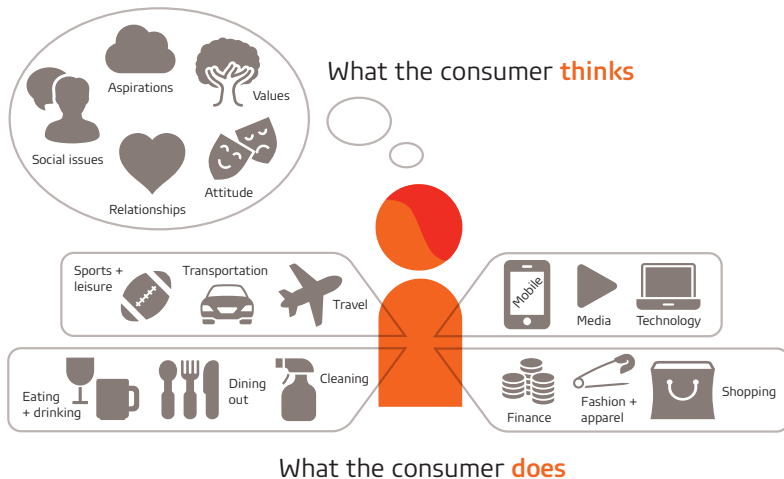
Quantitative rigor

- **TrendKEY** – Our proprietary trends framework tracks the momentum and penetration of change on a respondent-level basis in every market.
- **Leading Edge Consumers** – most likely to lead mass behavior at the category level because they are **early triers**, **passionate** about the category and **influence** others.

Levels of engagement

We offer three levels of engagement:

- 1) **On demand insights**
  - Syndicated "hot topic" points of view
  - Market and consumer profiles
  - Immediate answers to ad hoc queries
- 2) **Bespoke consulting**
  - Answers, support to your specific business challenges
  - Partnering with you to answer how to grow your business by improving lives
  - Workshop facilitation
- 3) **Annual subscriptions**
  - Fully searchable interactive data analysis tool, providing access to respondent-level data and reports
  - Consulting support



**Questions? Contact us!**  
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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.