

# Segmenting your consumers to identify short- and long-term growth

GfK Inspiration Days 2023

# A fresh view on segmentation bringing strategy insight to unlock both short- and long-term growth

## Target your most valuable segments to activate short-term growth

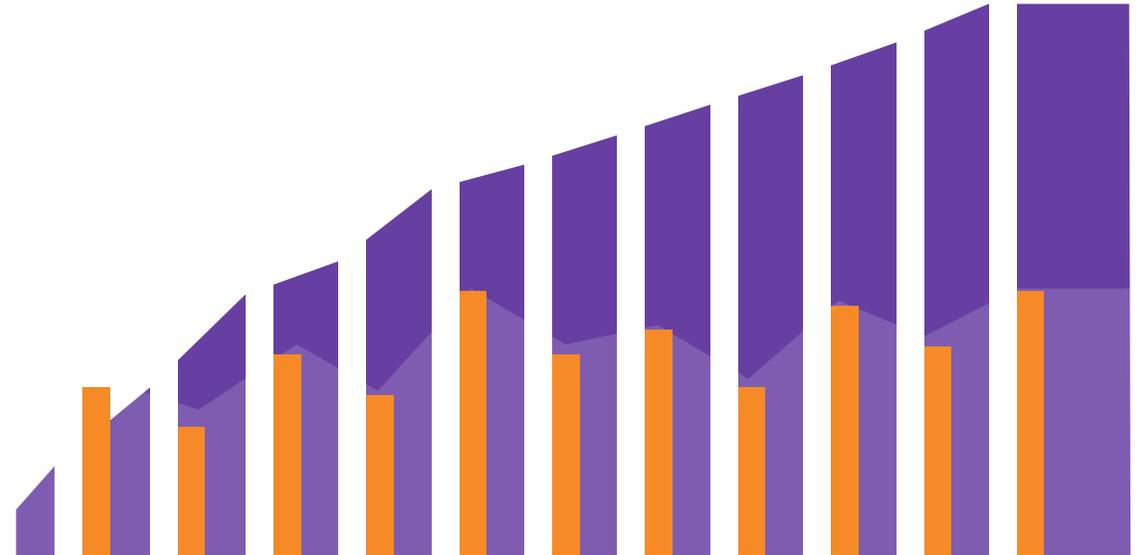


## Reach your brand's full growth potential in the long-term by creating a legendary brand



- Win your more valuable consumers by intimately understanding and delivering to their needs with remarkable products and experiences

- Making your brand famous in the minds of a broader audience of consumers so that they remember and have a bias towards your brand when the future buying moment arises



# A four-pronged framework



## SEGMENT

**Divide the market into business-relevant target groups**

Build your strategy on consumer centricity through a deeper understanding of consumers' mindset and category behavior in context. Segment the market with meaningful dimensions to reveal consumers different avenues to demand.

## SHAPE

**Pattern the market to reveal your pathways to increased demand, revenue and new territories**

Identify the most rewarding business targets to activate and prioritize action relevant for your brand. Activate short-term growth by aligning brand positioning to clearly defined targets.

## SCALE

**Build on commonalities across segments to grow your reach in the long-term**

Create long term mental associations that inspire enduring brand attachment and link your products to relevant, contextual demand moments.

## SUCCESS

**Get the clarity and direction you need to make scalable growth decisions across your organization**

Your success is driven by business engagement and action. We'll partner with you to ensure a successful roll-out: from getting buy-in, to onboarding, to easy-to-use playbooks and insights that your stakeholders are excited to use.

# SEGMENT

Divide the market into business-relevant target groups in the context of their world



## Consumer mindset

Build deeper connections to underlying values & category predispositions

Behavioral context  
Fulfill consumers' needs based on their moments of consumption



GfK Growth Architect **enables** you to embrace the diversity of your customers **and define your segments according to the drivers of demand.**

**Spot your growth spaces** with one simple yet powerful framework that **intersects consumers' mindsets and behaviors in context** revealing consumers different pathways to demand.

## Consumer mindset

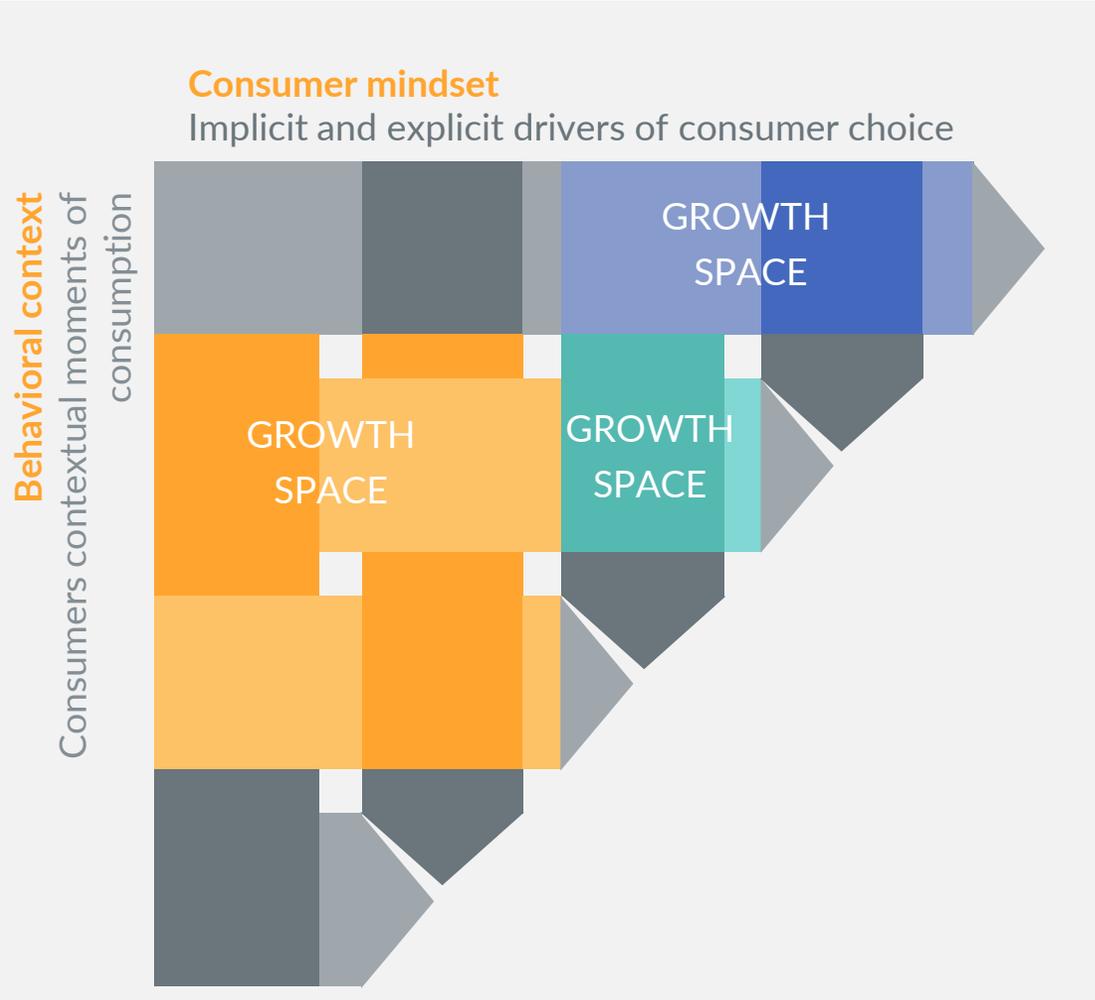
Identify actionable and meaningful consumer segments based on their explicit and implicit drivers of choice

## Behavioral context

Close the gap on consumers' needs with positioning that solves their "jobs to be done" in the moment

# SHAPE

Pattern the market to reveal your pathways to increased demand, revenue and new territories

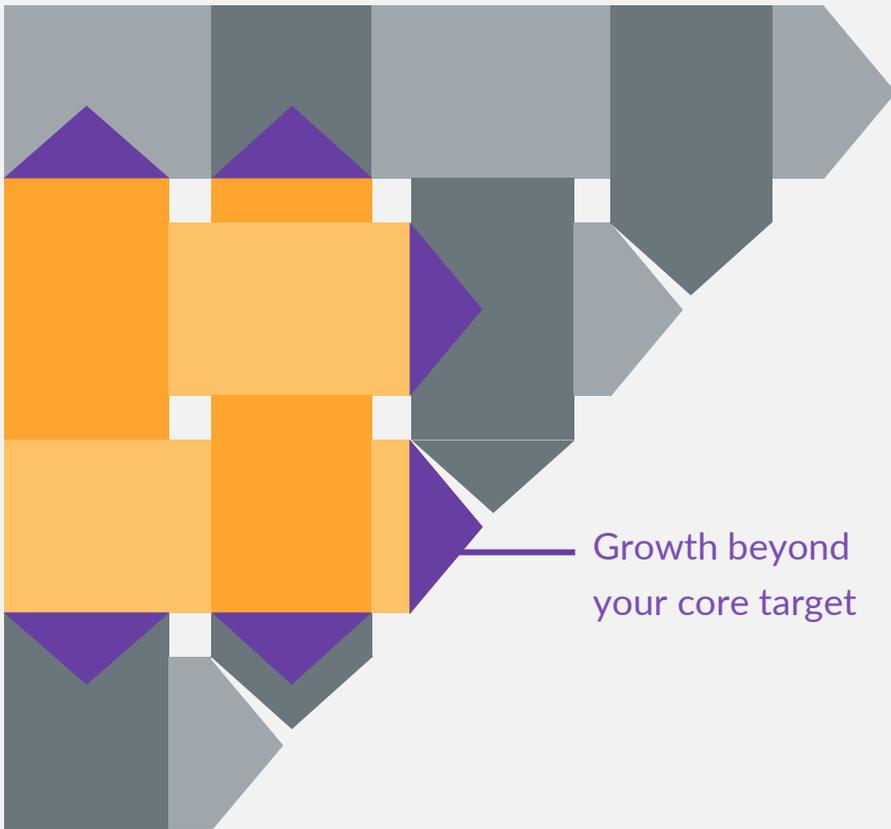


Uncover, size and prioritize spaces for growth.  
Bringing you the evidence, insights and foresight you need to target and position yourself in ways that **activate short-term and long-term growth.**

GfK's sizing and prioritization indicators bring guidance on the **most rewarding growth spaces** for your brand to target and **how to sequence** them for shaping your short- and long-term consumer strategy and tactics.

# SCALE

Targeting the broader market by building both contextual and emotional connections to your brand



## Linking your brand with broad contextual moments of demand

Sequencing your future growth targets and ensuring that you create clear mental associations to current and future growth spaces.

## Building a legendary brand that is famous for its purpose and values

Aligning your brand's WHY with where consumers see value to increase brand attachment and consumers' willingness to pay a premium for your brand.

# SUCCESS

We'll ensure a successful rollout through your organization



## GET BUY-IN

We'll partner with you to ensure that segmentation is a collaborative project with insights that your stakeholders are excited to use and implement.

## TAKE ACTION

We'll help you transform complex intelligence into simple action items with playbooks, engaging materials, dashboards and workshops tailored for different areas of your business.

## LIVE IT

We'll design the segmentation with the end in mind to continuously enrich your insights with the vision for it to become a living and breathing part of your day-to-day knowledge systems and realities.

# Have we sparked your interest?

Feel free to get in touch with us



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