

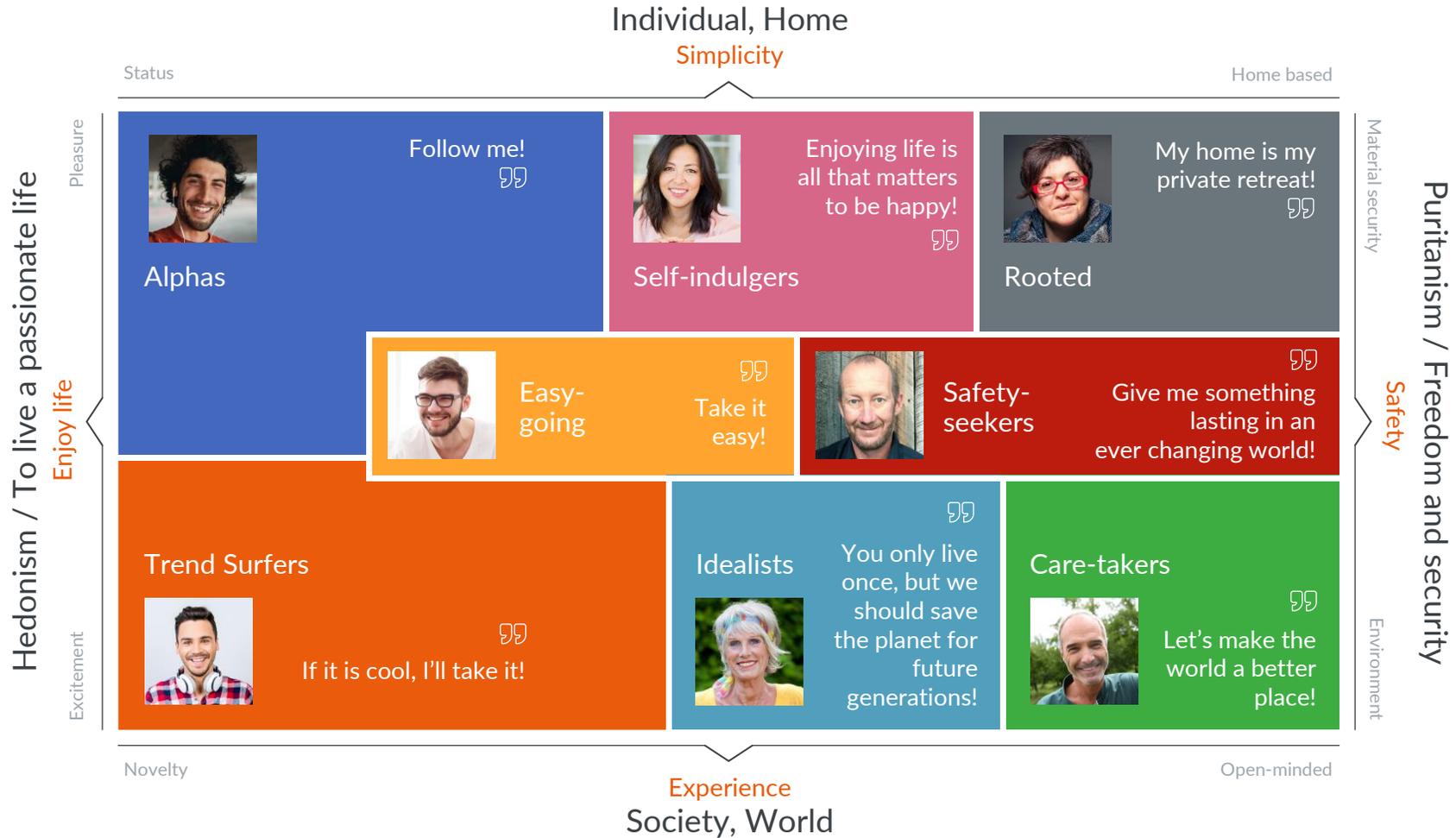
# **GfK Roper Consumer Styles#**

Target group orientation  
for strategic marketing

GfK Inspiration Days 2023

# The GfK Roper Consumer Styles# at a glance:

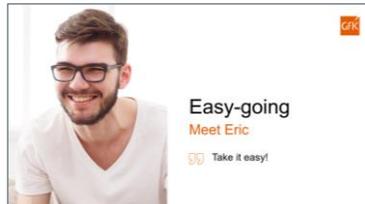
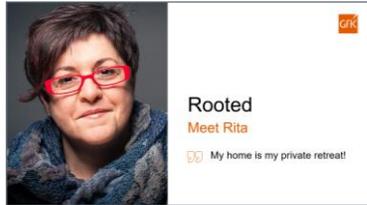
8 lifestyle segments



# How to work with GfK Roper Consumer Styles#



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



What drives them?

What determines the life of each GfK Roper Consumer Style? What are the most important values and which patterns do they form?

What do they want?

How does their purchase decision process evolve? What are their consumption interests and purchasing motives? Which brand and product characteristics do they like?

What do they do?

What determines their everyday lives? What does their leisure look like? How do their interests and leisure time activities look like?

How do they live?

Where do they live and in which kind of household?

How to reach them?

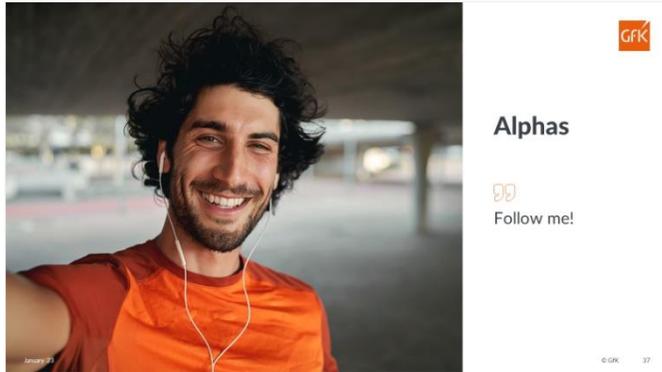
What are the preferred communication channels? Which topics are they interested in? With which kind of communication should they be addressed?

Socio demo and life stages

What is the life stage of each target group and which education and income levels characterize it? What is the share of the population (potential) of each target group?

# RCS Experts Report

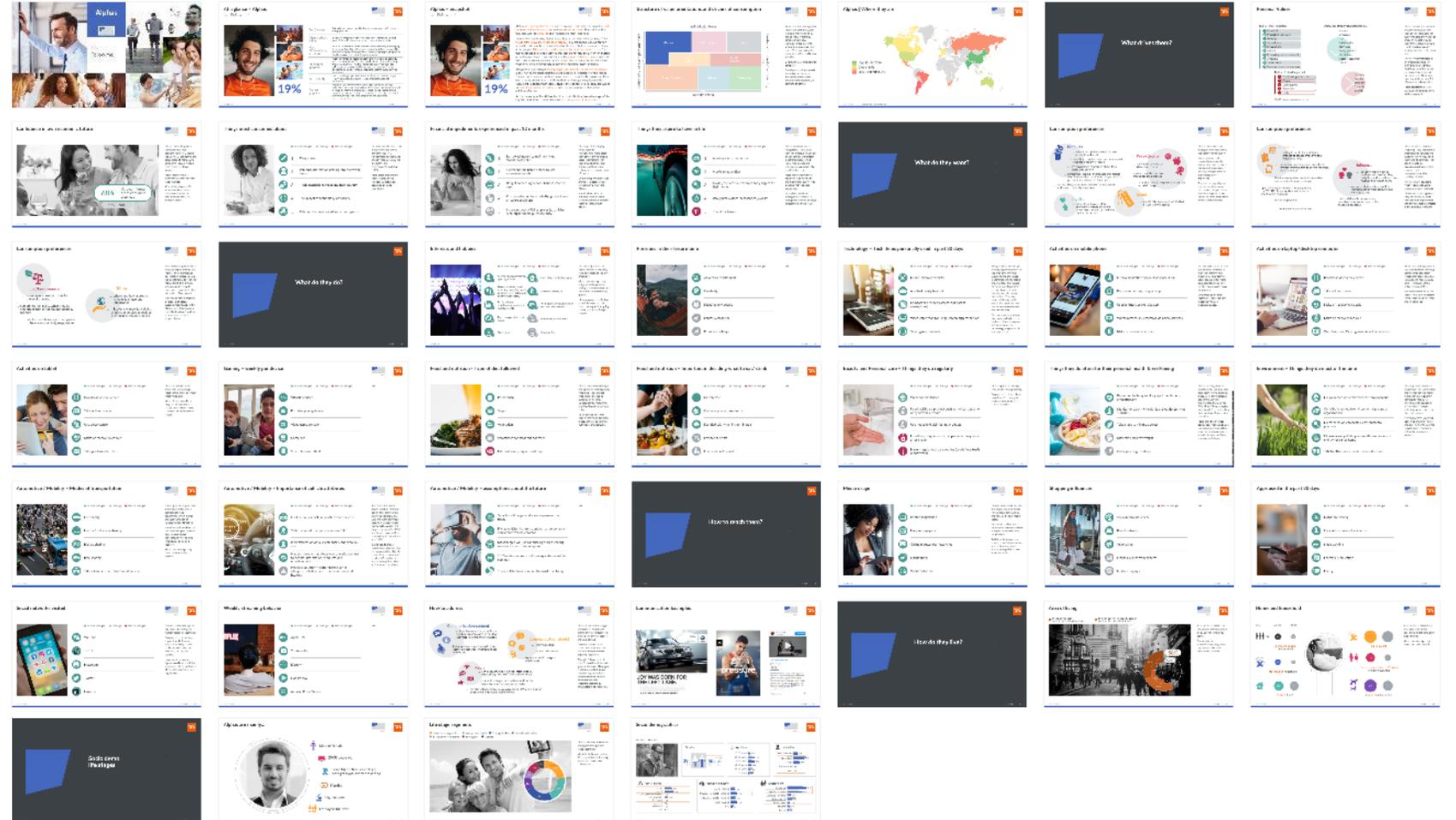
Detailed and lively segment profiles



**Content: 48 pages per segment**  
(Total 350 pages)

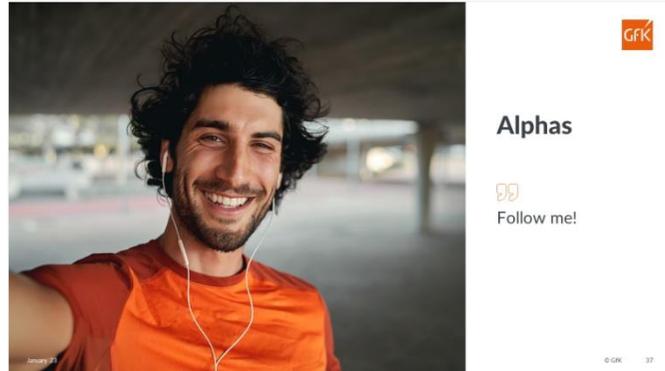
- Segment description
- Personal Values
- Consumption preferences
- Interests and activities
- Living conditions
- Communication
- Topics: technology, food, health, mobility
- Socio demography

**Price: 11,900 €**  
incl. online presentation



# RCS Essentials Report

Short profiles for each segment

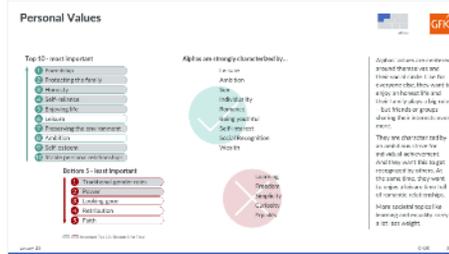
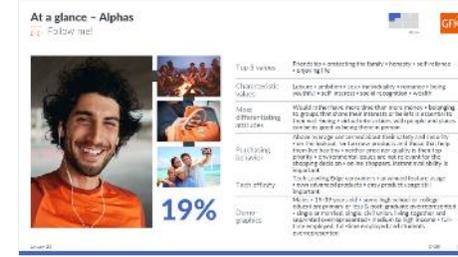
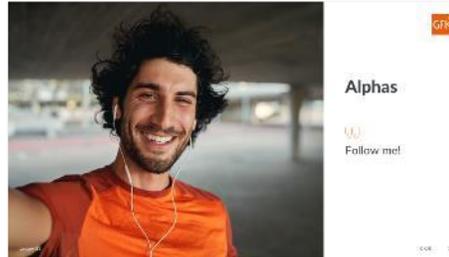


Content: 8 pages short description per segment  
(Total 105 pages)

- Personal Values
- Consumption preferences (synopsis)
- Interests & activities
- Media Usage (communication channels)
- Socio-demography and segment size

Price: 6.450 €

Incl. online presentation

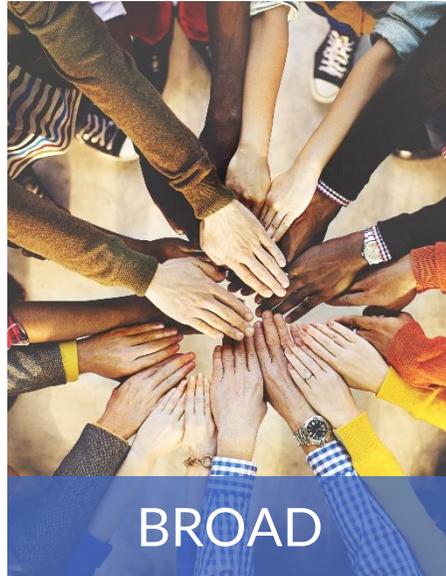


# GfK Roper Consumer Styles#

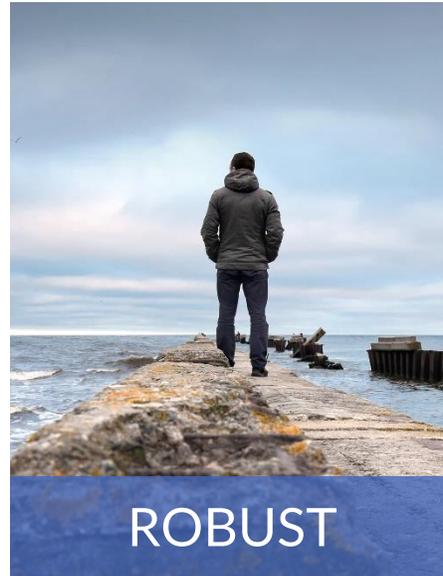
What's in it for you?



RELEVANT



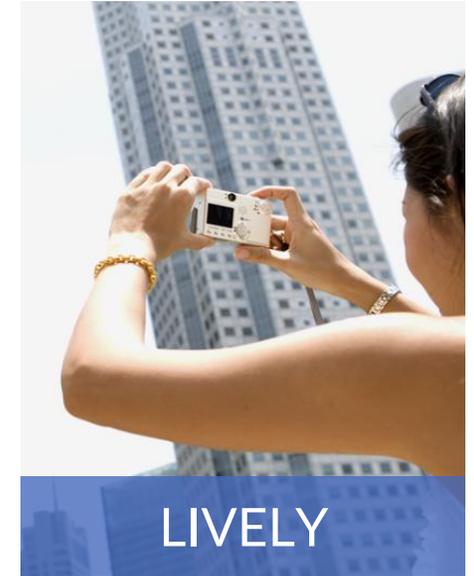
BROAD



ROBUST



UP TO DATE



LIVELY

Supporting your strategic marketing

- Brand strategy
- Innovation process
- Communication
- Portfolio strategy

One consistent strategy

- Global or local
- All types of products
- Cost efficient and time saving, because global data is already there

Long term investment

- Validated approach with tradition
- Globally valid value inventory
- Stable over time

Assuring future proof

- Acknowledges the relevance of digital drivers on consumers' lifestyles
- Annual tracking of segments

Powerful set of tools

- Linking RCS to other data sources

# Have we sparked your interest?

Feel free to get in touch with us



**Nadine Zehe**

*Client Business Partner*

+49 911 395 3209  
nadine.zehe@gfk.com



**Tobias Schulz**

*Client Business Partner*

+ 49 911 395 4578  
tobias.schulz@gfk.com