

The brands consumers like and buy are not just driven by how well they deliver on category-specific needs. Increasingly, brands must also consider consumers' broader sensibilities.

In addition to understanding the traditional ways we segment and target – such as defining consumers based on their category-specific leanings and behaviors (e.g., premium potential, individualism seeker, early adopter, brand loyal) – we also need to identify consumers' general predispositions to brand choices. To begin with, we must zero-in on peoples' personal values and life principles. From *introversion* to *extroversion* dimensions, from *world* to *home* orientation.

For example: *Routine Indulgents* and *Renegade Enjoyers* have very similar category attitudes, skew towards sweeter drinks like CSDs and juices, and believe it is ok to indulge. But they're quite different in terms of what is important to them outside the context of non-alcoholic beverages.

Why is this so important to understand? Because it has implications on how to address these two segments, which otherwise look highly similar (in category behavior and attitudes).

WHO: Consumer mindset

Example from non-alcoholic beverages category US



EXAMPLE