



Growth
from
Knowledge

If you know
how and where to reach your ideal customer,
you can get your products in their hands.

Develop better, more personalized marketing by understanding who you want to reach, how to reach them, and what communication works best for them.

This sample report gives you information about the types of insights you can expect to receive when you purchase our Roper Consumer Styles report. The full report contains deeper insights, analysis, and quotes from consumers.

Consumer segmentation is a guiding principle for your key business activities, that assures customer centricity in order to be successful.

There are many ways to segment people. So ask yourself: What is the aim of the segmentation? What do you want to do differently?

Whenever you ask....

- WHO is the right TARGET GROUP for my product/brand?
- WHAT is the optimal MARKETING MIX?
- HOW should we COMMUNICATE with our target group?

...GfK Roper Consumer Styles come into play.

GfK Roper Consumer Styles[#] incorporate fundamental values, attitudes related to purchasing behavior and the digital life of consumers



With the update of the GfK Roper Consumer Styles in 2018 we offer the latest up to date lifestyle segmentation framework, that stands for business relevance.



Values providing insight to deeper motivations

★ New since 2018

Attitudes related to purchasing behavior

★ New since 2018

Tech affinity

Values providing insight to deeper motivations:

Develop products and communication strategies that get to the heart of consumers and that create a stronger connection

Attitudes related to purchasing behavior:

Assuring tactical business relevance through direct impact on purchase behavior

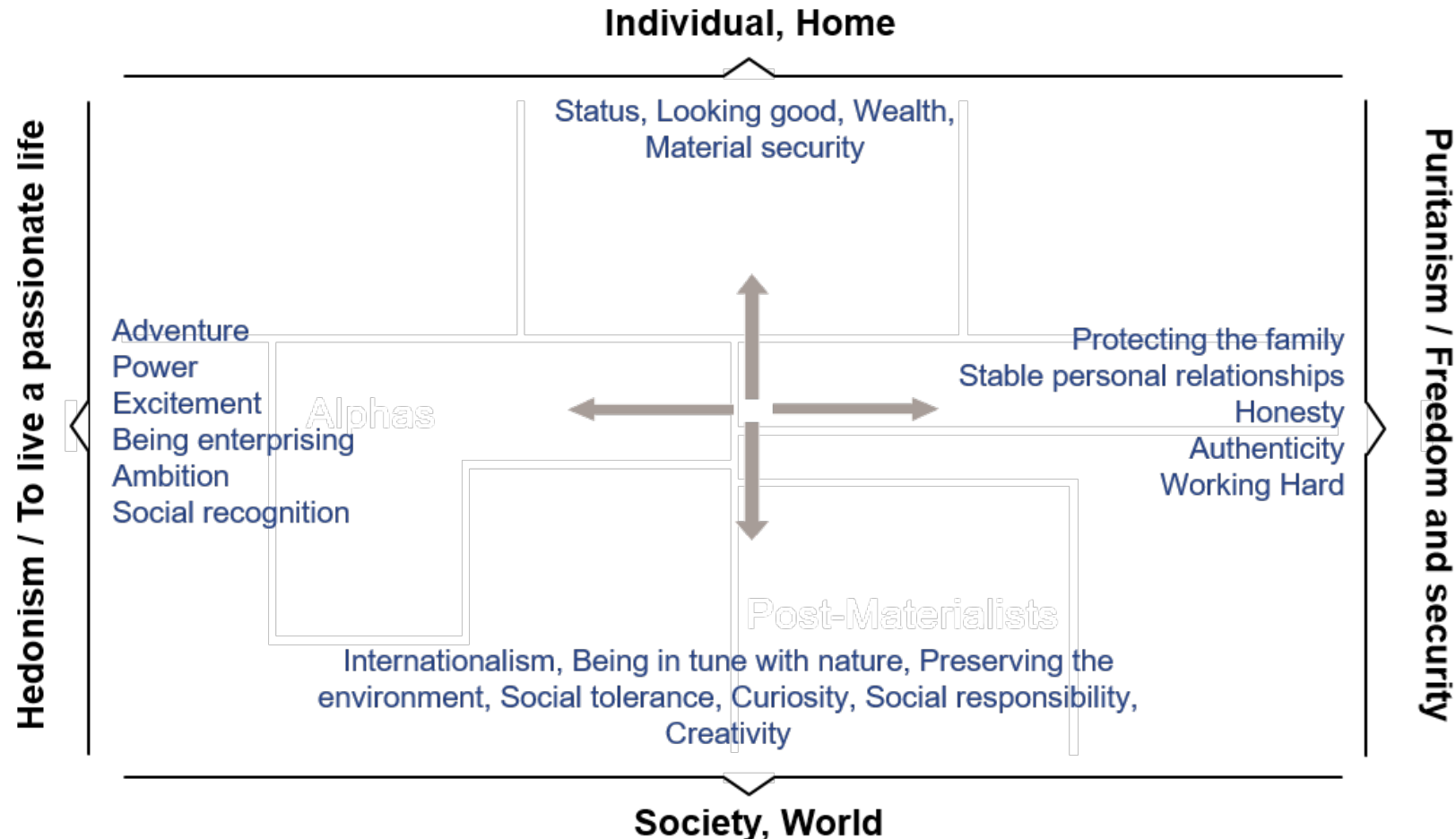
Tech affinity:

Taking the driver of technology and it's influence on consumers' lifestyle into account

The GfK Roper Consumer Styles[#] at a glance



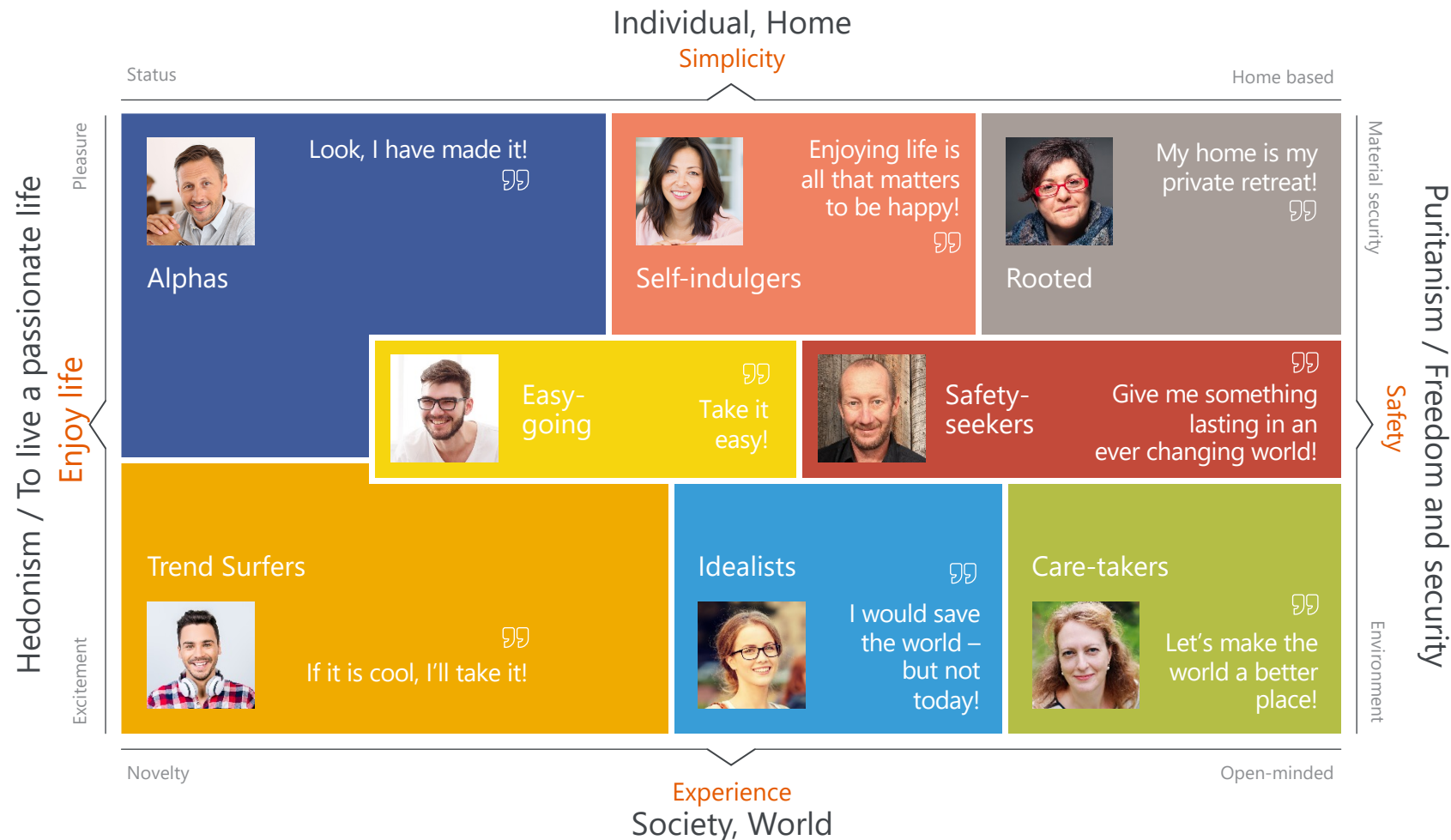
The Lifestyle Map



Key findings of fundamental research about consumers' value orientations are shown in the lifestyle map. They show the fundamental structure of value orientations as well as their relations with consumers' lifestyles.

The GfK RCS lifestyle map allows a systematic analysis of consumers and brands against the background of value orientations determining life and consumption.

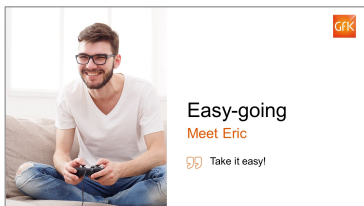
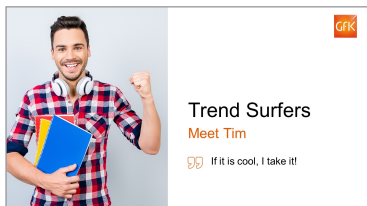
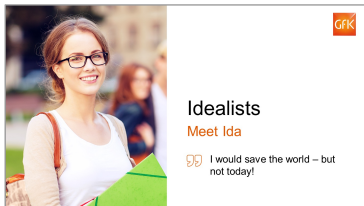
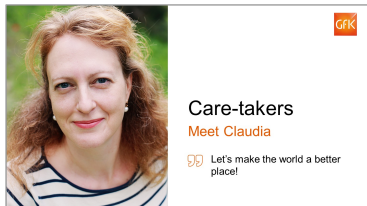
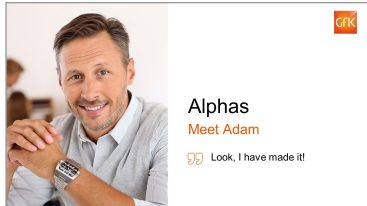
The GfK Roper Consumer Styles[#] at a glance: 8 lifestyle segments



How to work with GfK Roper Consumer Styles[#]



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



What drives them?

What do they want?

What do they do?

How do they live?

How to reach them?

Socio demo
and life stages

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

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

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

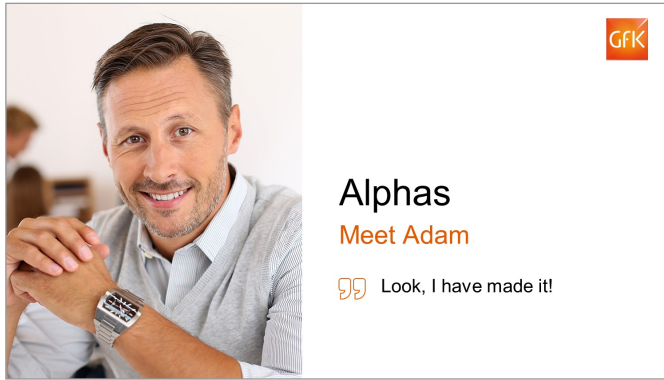
Where do they live and in which kind of household?

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

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

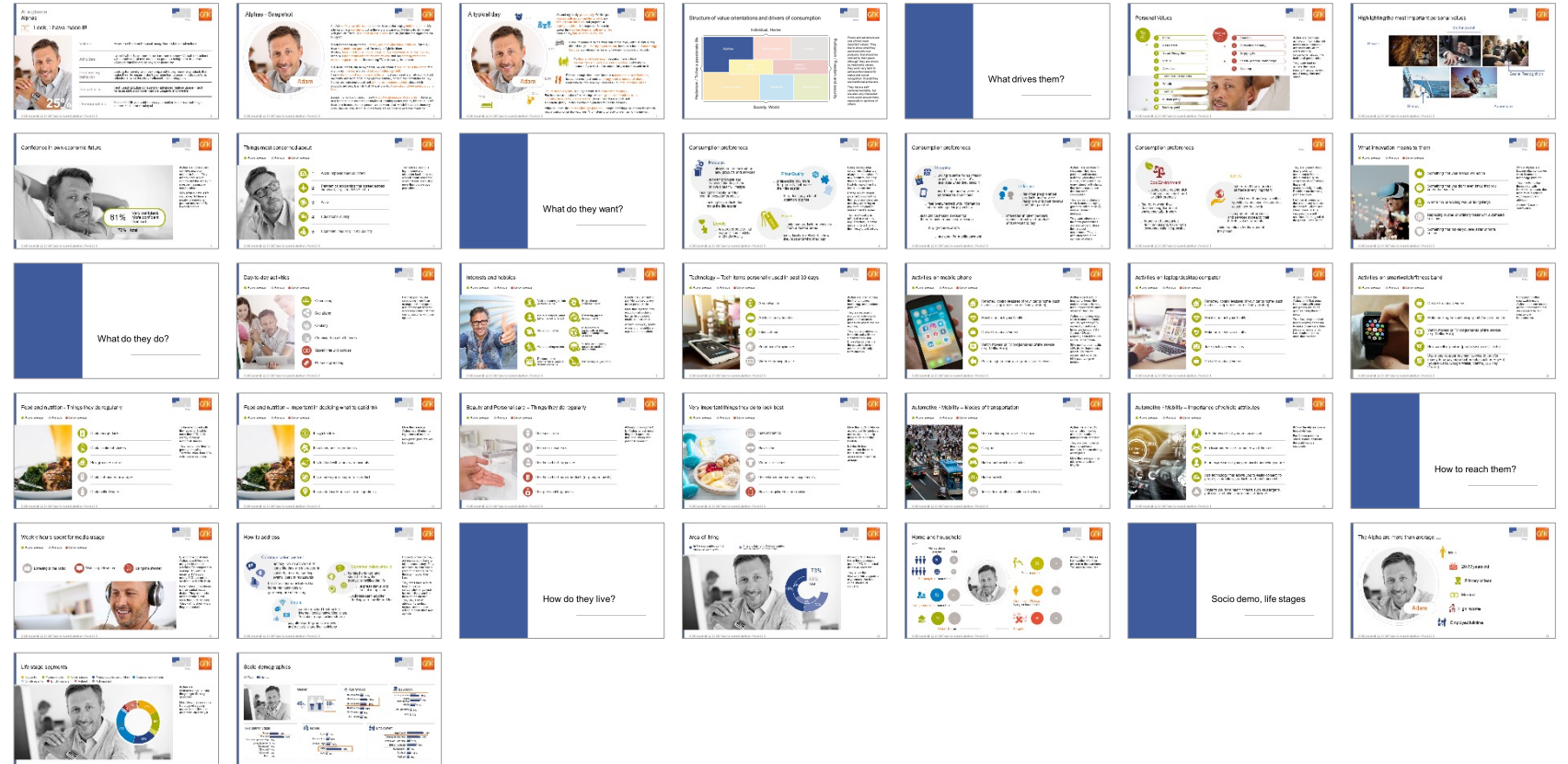
Detailed and lively segment profiles



Content: 40 pages per segment
(Total 350 pages)

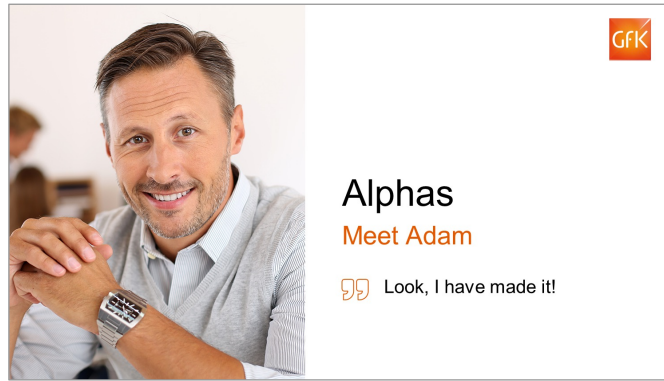
- Segment description
- Personal Values
- Consumption preferences
- Interests and activities
- Living conditions
- Communication
- Topics: technology, food, personal care, mobility
- Socio demography

Price: 9,800 €



RCS Essentials Report

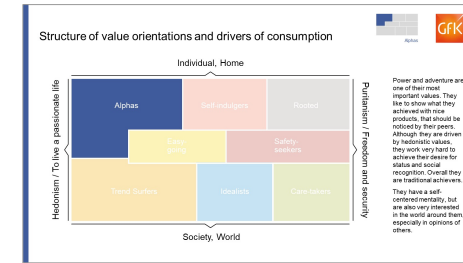
Short profiles for each segment



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: 4.800 €

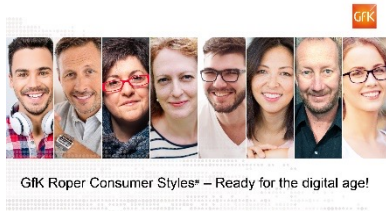


Furthermore we can link GfK Roper Consumer Styles to other data sources to bring them to life and to add category related information



RCS Reports

Basic knowledge about RCS segmentation



Consumer Life Database

Segment deep dives for more than 25 countries



RCS Ad hoc

Integration of RCS into your individual research



RCS Panel

Real consumption behavior/ brand positioning for RCS



RCS Focus

Group discussion with homogenous RCS target groups



RCS Country Reports

Localized reports for more than 25 countries



RCS CRM/Geo

Know who/where your segments are...



RCS Trends

Evaluation of impact of new trends for RCS



GfK Roper Consumer Styles#

What's in it for you?



RELEVANT

Supporting your strategic marketing

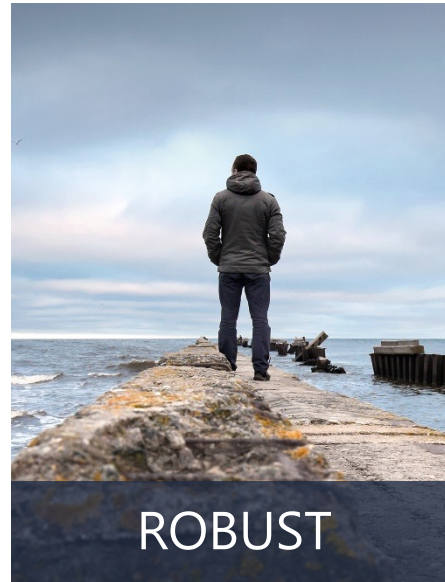
- Brand strategy
- Innovation process
- Communication
- Portfolio strategy



BROAD

One consistent strategy

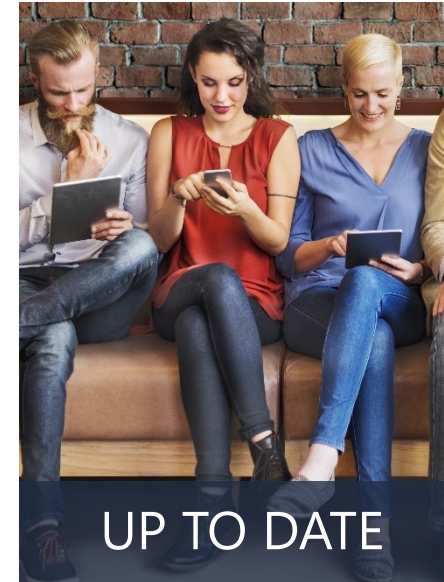
- Global or local
- All types of products
- Cost efficient and time saving, because global data is already there



ROBUST

Long term investment

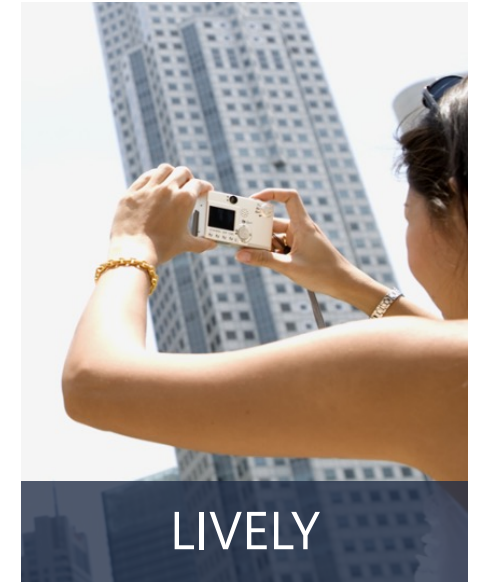
- Validated approach with tradition
- Globally valid value inventory
- Stable over time



UP TO DATE

Assuring future proof

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



LIVELY

Powerful set of tools

- Linking RCS to other data sources



Growth
from
Knowledge



Interested in purchasing
your GfK Roper
Consumer Styles?

[Request the full report >>](#)



Get an overview of
all the reports in our
Consumer Life study.

[View all reports >>](#)