



TNS GTI 2010 Study empowered by Semiometrie™

Psychographic target group analysis for mobile phone handsets
Base: Germany

TNS Infratest 2010

Global Telecoms Insights (GTI) 2010 is designed to facilitate global and local decision making

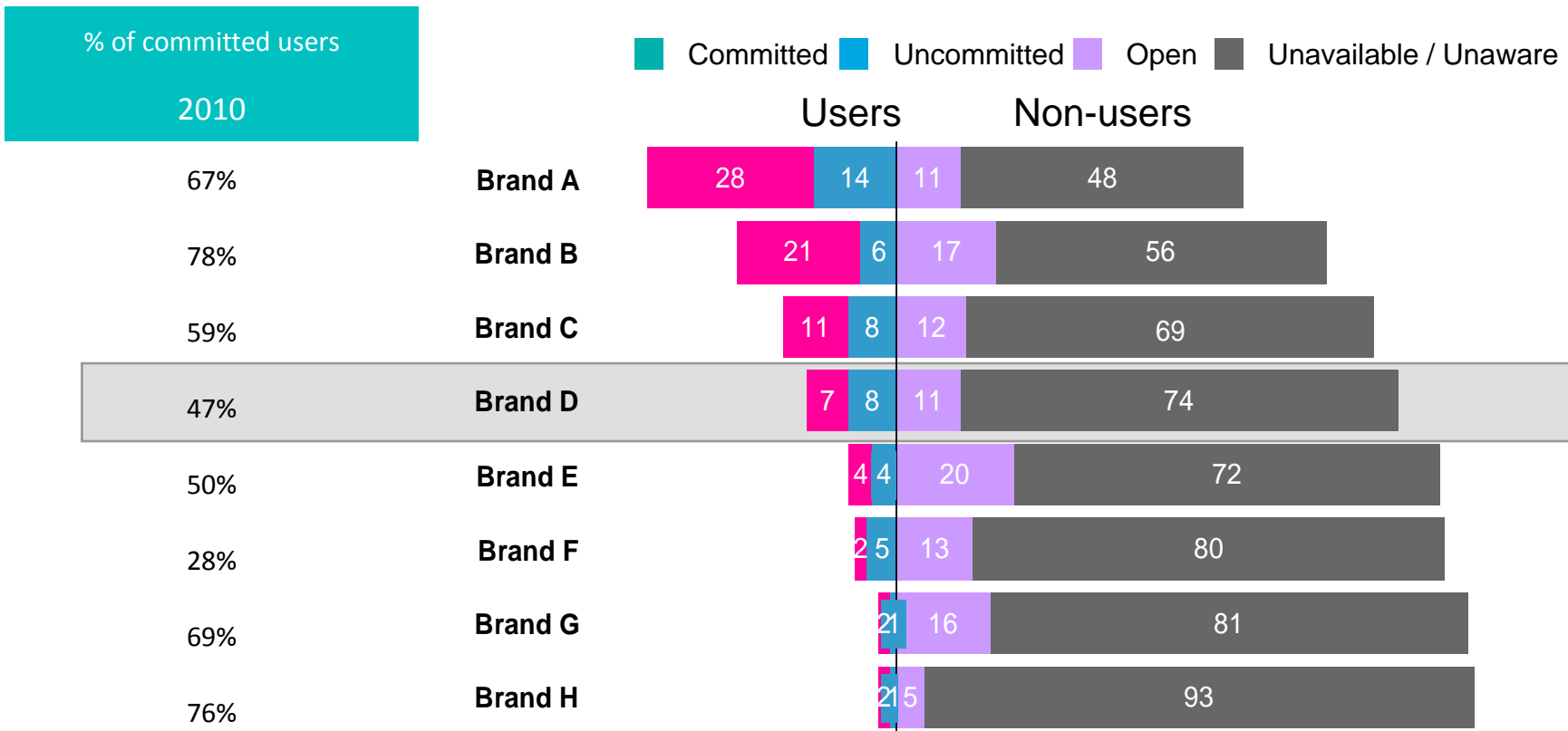
– Semiotric adds additional insight and understanding

- The study is to be used in the following ways:
 - A strategic planning tool for marketing, communication and product development
 - A driver of insight into the consumer relationship with mobility
 - An indicator of differing behaviours across regions and consumer groups
- The GTI study is ***not*** designed to be a granular market measurement tool or a tracking study, as the focus is on looking forward at future behaviours
- The GTI study is designed in conjunction with industry partners, to ensure that the most up-to-date and relevant information is collected
- **This presentation focuses on the possibilities of applying psychographic analyses using Semiotric shown at the example of the Brand D mobile phone handsets in Germany**



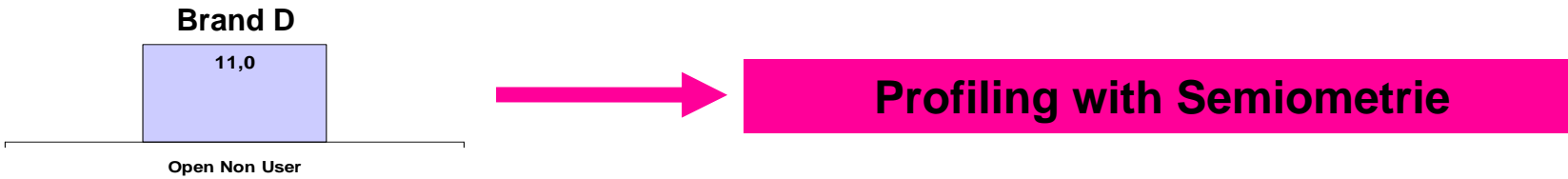
Brand D has a user base of 15% in Germany. Simultaneously another 11% are open to use this brand. How can it reach for this potential?

Brand commitment: Handset brands – Germany



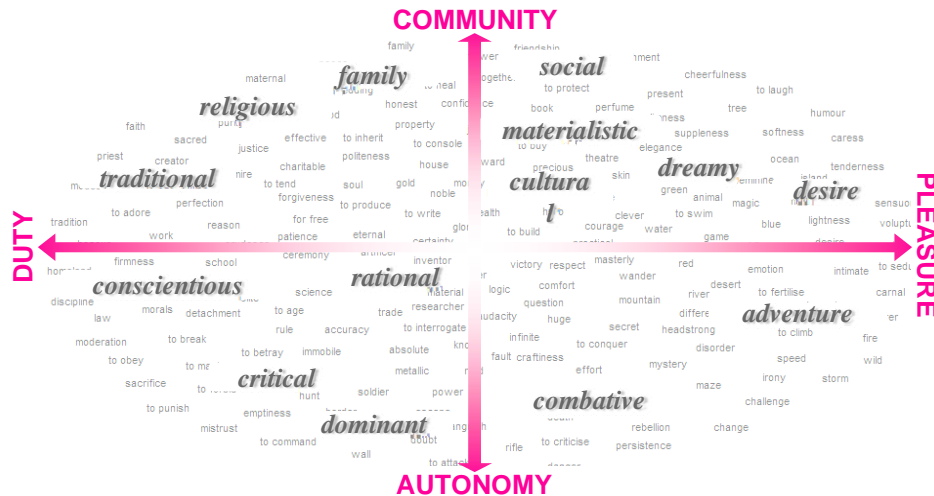
Who are they? Profile Open Brand D Non Users

Psycho-Graphic Structure – Semiometrie Mapping



1. What are the specific shared values of the target group?

2. Optimization of branding activities



Content

- Language, rhetoric, pictures, motives, design, style

Operation

- Ads, touch points, media planning, sponsoring, testimonials, direct branding etc.

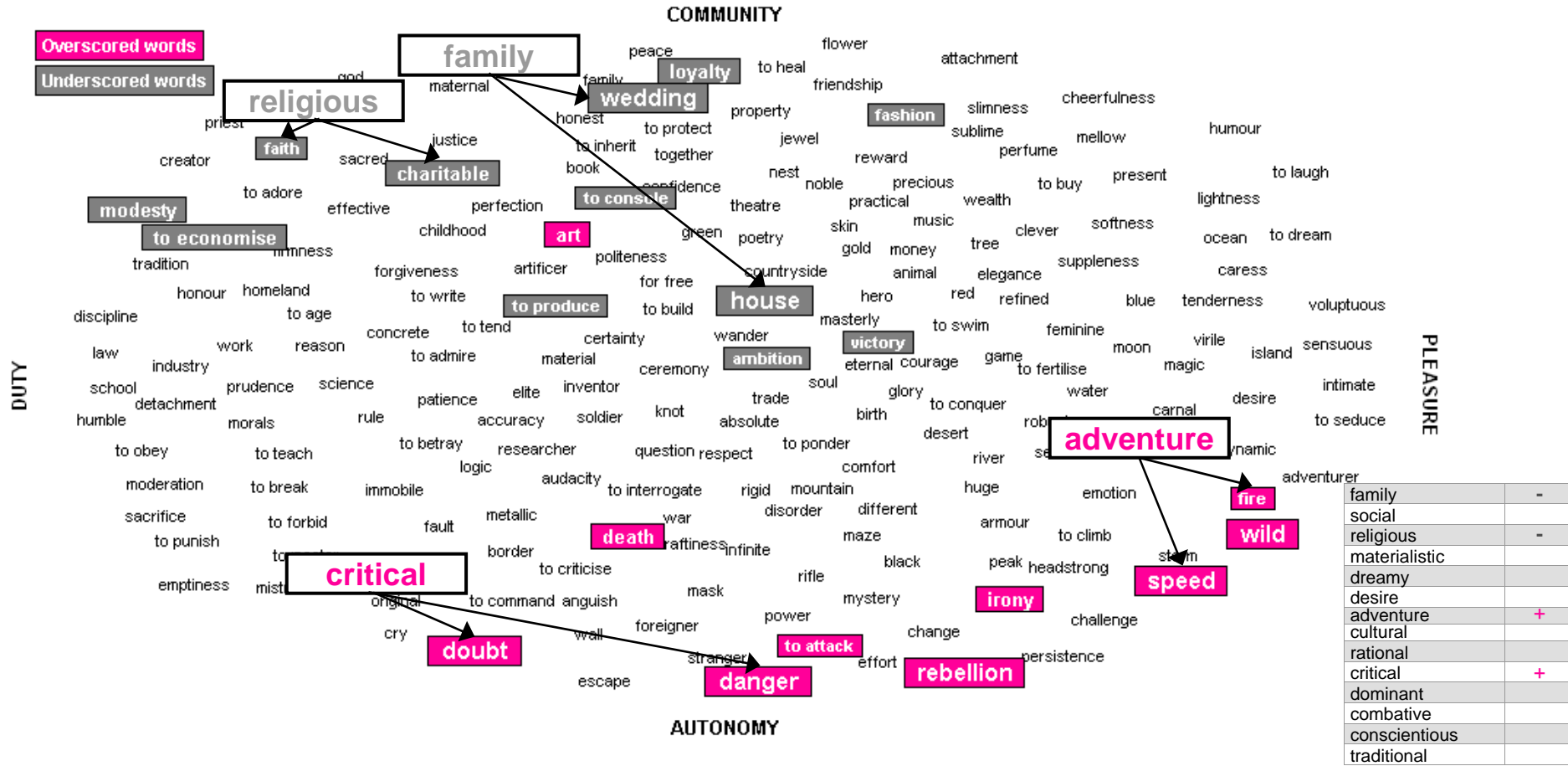
Profiling open non-users with Semiometrie™ delivers insights into the specific psychographic values of the target group, which go beyond socio demographic description

Please see following charts!

Profile Open Brand D Non Users

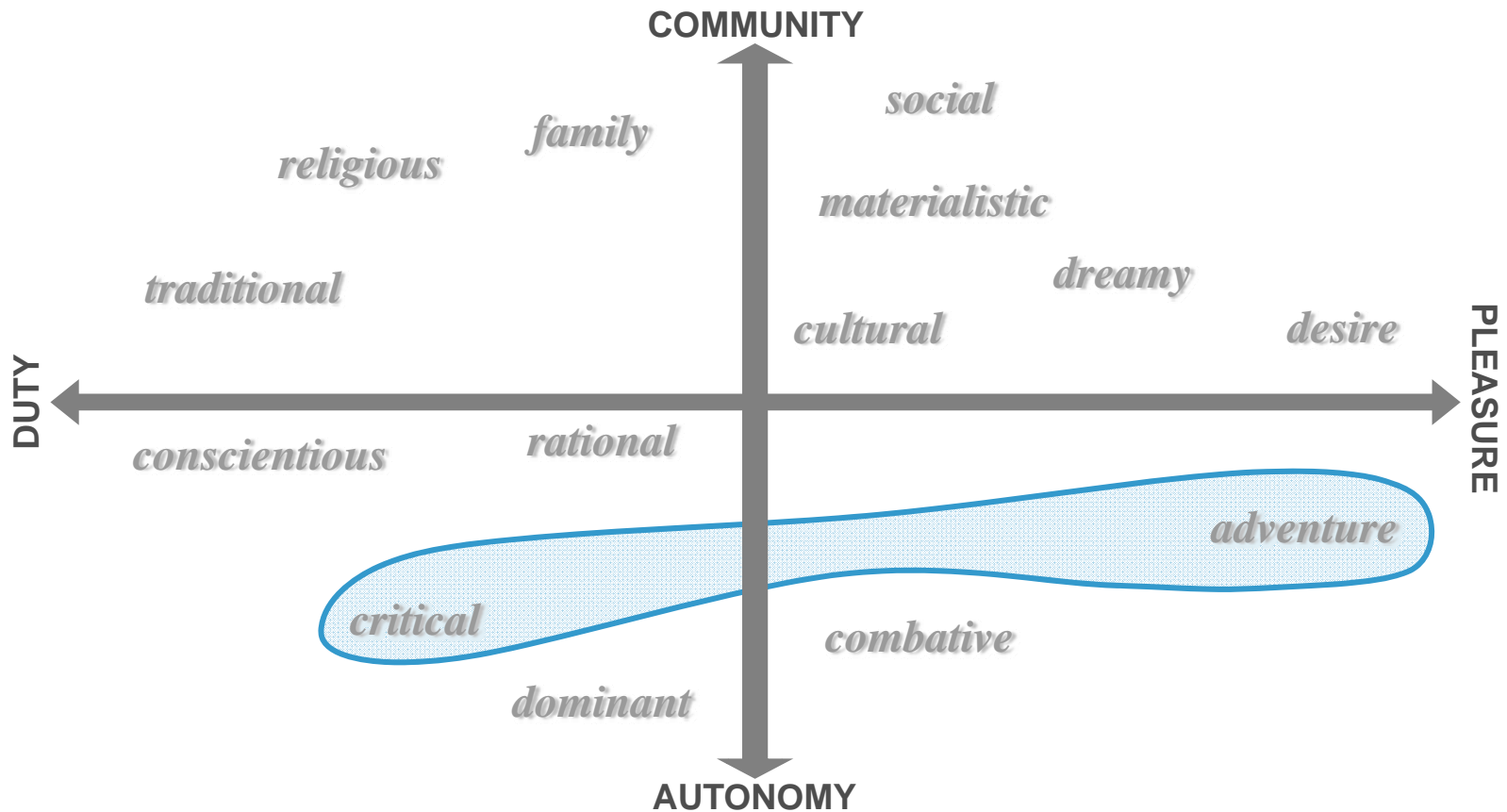
Psycho-Graphic Structure – Semiometrie™ Mapping

Profiling with Semiometrie



- Non-users who are open towards Brand D are in particular adventurous and critical
- They tend to search to new experiences, adventures and challenges
 - These consumers are more driven by emotions rather than rational aspects and thus are especially appealed by brands which transport a certain emotional image
 - They look for products that fit into this world of excitement and are mainly driven by emotional advertising
→ advertising/ communication has to be more emotionally than cognitive
 - Besides this emotional disposition their critical side lets them be very informed. They are especially interested in technical product categories and always open to new products or features.

Profile Open Non Users Psycho-Graphic Structure – Semiometrie™ Mapping



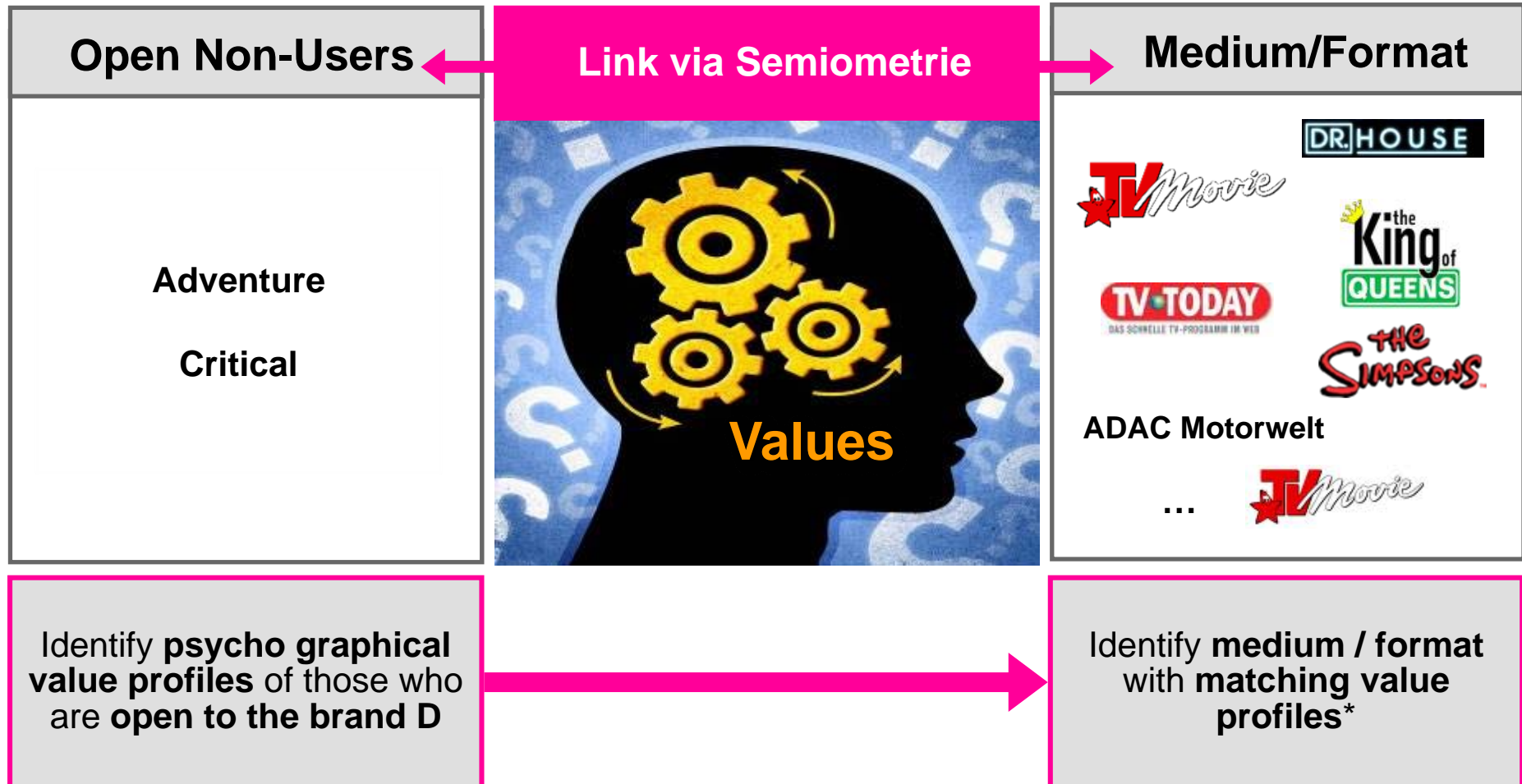
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Profile Open Non-Users

Psycho-Graphic Structure – Shared Values

On the basis of this knowledge, it is possible to exactly match advertising with media value profiles, thereby maximizing the overall effect.



Identify **psycho graphical value profiles** of those who are open to the brand D

Identify **medium / format with matching value profiles***

* i.e. programs whose users have a same value profile as Brand D's open non-users/ the same adventurous and critical value profile



Media ranking Brand D vs. German TV programs

Bottom 2

| Value fields | Brand D | Mensch Markus | King of Queens | Die Simpsons | CSI: New York | Dr. House | ... | Sturm der Liebe | Wer wird Millionär |
|---------------|---------|---------------|----------------|--------------|---------------|-----------|-----|-----------------|--------------------|
| family | - | -- | - | | | | | +++ | +++ |
| social | | | | - | --- | -- | | | |
| religious | - | --- | - | -- | --- | --- | | ++ | ++ |
| materialistic | | | | | | | | | +++ |
| dreamy | | | | - | | + | | | - |
| desire | | +++ | | | +++ | +++ | | | |
| adventure | + | ++ | +++ | +++ | + | ++ | | --- | --- |
| cultural | | --- | | --- | | | | | |
| rational | | | | | - | | | | |
| critical | + | | | | | | | -- | -- |
| dominant | | +++ | ++ | +++ | + | | | | |
| combative | | | +++ | +++ | + | | | - | -- |
| conscientious | | | | - | - | -- | | | + |
| traditional | | - | | | - | -- | | ++ | ++ |

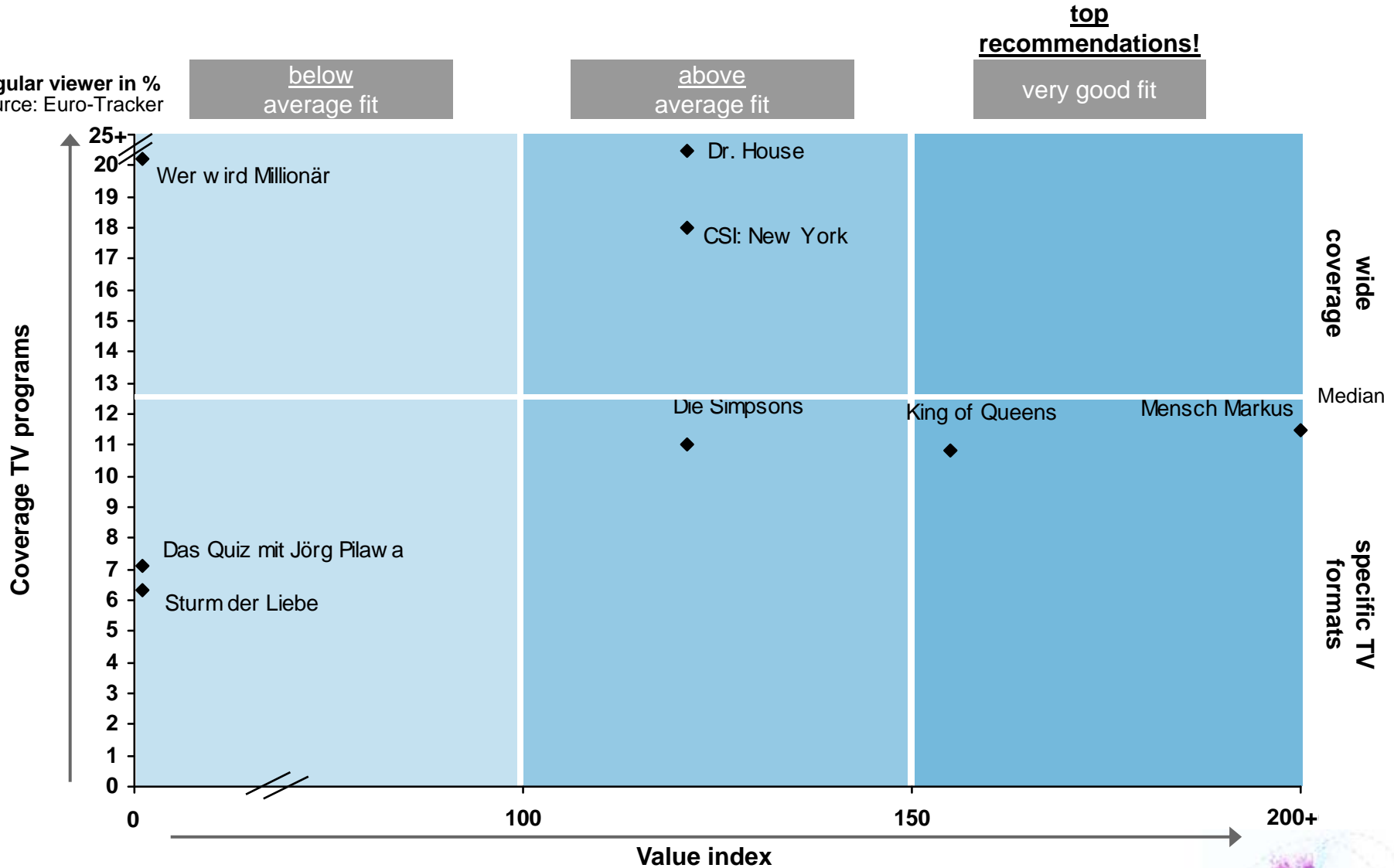
| | | | | | | | | | |
|----------------------------------|-----------------|------------|------------|------------|------------|------------|--|----------|----------|
| Value index (Semiometrie) | Ranking! | 207 | 155 | 121 | 121 | 121 | | 0 | 0 |
|----------------------------------|-----------------|------------|------------|------------|------------|------------|--|----------|----------|

Note:
 >150 = very good fit; >100 = above average fit; <100 = below average fit



Media recommendations TV - Germany

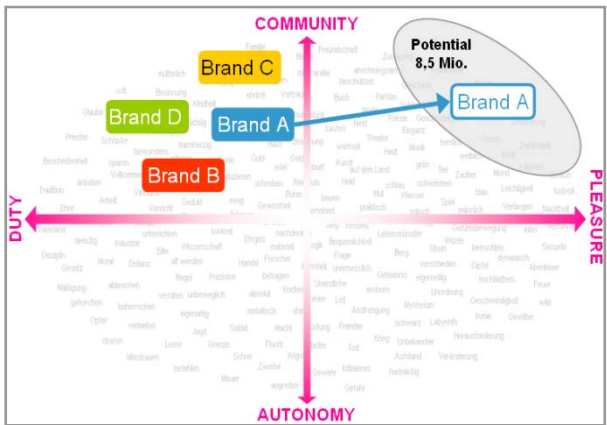
Regular viewer in %
Source: Euro-Tracker



Examples for strategical analysis using Semimetrie

Where is the relevant target group?

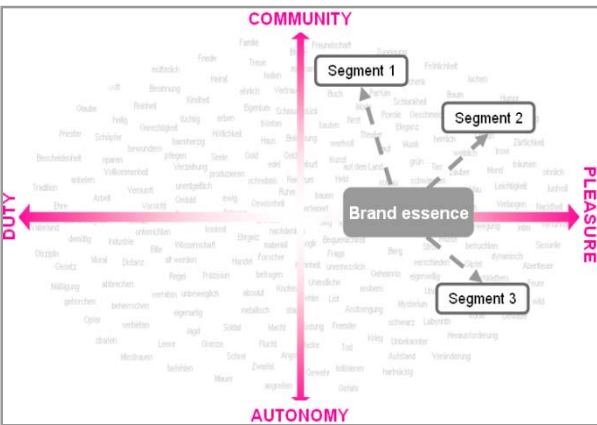
Brand Positioning



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Where is my brand located?

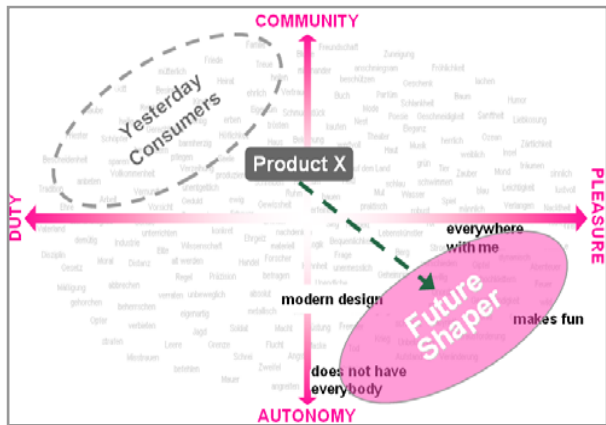
Customer Segmentation



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What makes my customers „tick“?

Product Innovation

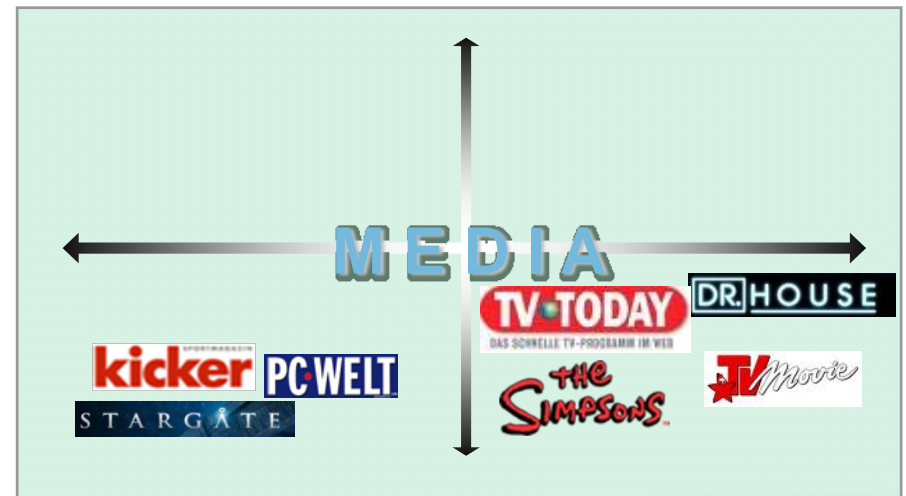
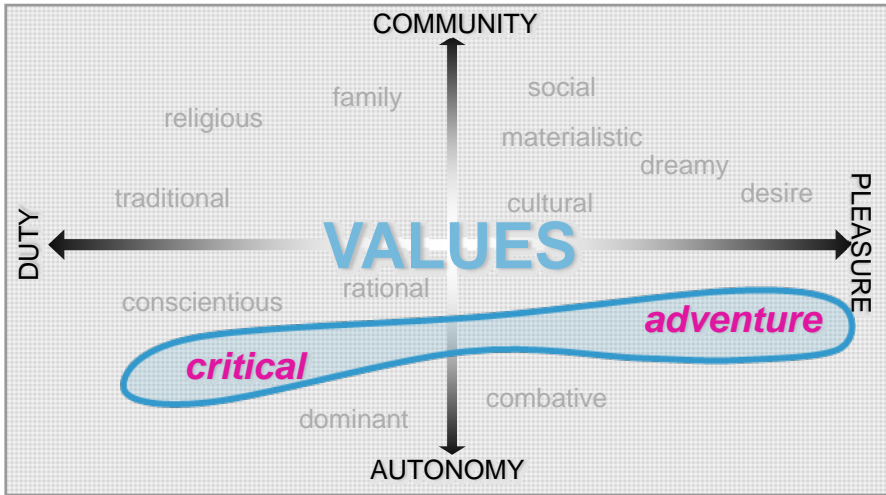


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Where should I go to?



Example: Collage for Open Non-Users of Brand D



1 Who or what is the relevant target group?

- What are the marketing-targets to aim at?
- Whom is to be addressed to?

2 How does the target group "tick"?

- What is especially characteristic for this persons?
- What are the discriminating features?
- How can the target group be separated specifically?

3 How to address the target group best of all?

- Language, rhetoric, stylistic elements, images and motives?
- Media-Planning: Which TV-programs and magazines are adequate?
- Fitting testimonials, sponsoring-partners?



 **Semiometrie delivers concrete answers to all these questions!**



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