KANTAR

PANELVOICE

SEGMENT

To structure your growth plan

9/10 brands grow through driving penetration. Taking into account the fact that the average brand churn is 50%, you need to constantly recruit new customers to keep growing.

Segment makes attitudes actionable when connected to real purchase data for reliable sizing opportunities.

By grouping people who think and behave in similar ways, Segment enables you to create the most impactful groups. They will be perfectly tailored to your specific needs and provide structure to your growth strategies by:

- Identifying areas for future investment
- Sizing opportunities
- Improving product positioning – NPD
- Efficiently targeting new shoppers
- Cultivating strong relationship with retailers

PANELVOICE
SEGMENT

Our approach

Create new and truly impactful segments
We know what shoppers buy, and why they buy. We mix these two sets of data to create the best and freshest segments of shoppers

Build a structured growth roadmap

We know so much about each group's behaviour. We will use this unmatched depth and accuracy of data to bring groups to life and:

- Quantify their value and identify priority targets
- Build an actionable plan
- Track your results over time

Grow the actionability of your existing groups
We can map your existing segment in our purchase panel

Three targets to focus on

	MAGICAL	TRENDY	UNSTOPPABLE	SPORTY	ENERGY
% within local population	22%	8%	14%	19%	16%
% spent on your category	27%	6%	11%	22%	15%
	1st PRIORITY TARGET	NOT PRIORITY	NOT PRIORITY	1st PRIORITY TARGET	2nd PRIORITY TARGET
Top 3 brands on your category	Milka (Ind 124) Granola (Ind 122) Mikado (Ind 116)	Delacre (Ind 140) Kinder (Ind 136) Mc Vities (Ind 126)	BN (Ind 137) Kinder (Ind 120) Lu (Ind 116)	Belvita (Ind 172) Lu (Ind 157) St Michel (Ind 143)	Lu (Ind 234) St Michel (Ind 185) Kinder (Ind 170)
	RECRUITMENT			RECRUITMENT	LOYALTY

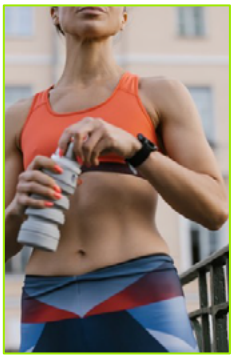
Deep dive

Behaviour in your category

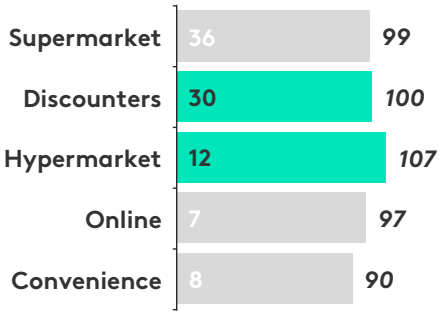
Spend per buyer
£3 134
Ind 116

Frequency
110
Ind 120

Spend per act
£26.7
Ind 143



Channels



Your Questions

- How do I find new buyers for my brand?
- What are the motivations and actions of my buyers that would help me to find pockets of potential growth?
- How can I be sure my clusters will be actionable across my sales and marketing teams?
- How can I measure the success of reaching my objectives?

Your Actions

- Find new space
- Discover who your target is and how best to connect with them
- Improve your retailer relationships

Benefits

- Accurate quantification of each group
- Deeper into how and where each priority group- down to SKU or retailer in some cases
- Trackable over time within the same respondents
- Built with behaviour and attitudes for truly differentiated segments

KANTAR

For more information please contact your local representative or visit **www.kantar.com**

Lionel Germain
Global PanelVoice Director
lionel.germain@kantar.com