

Together at the heart of
better decisions

MIE'19
IT'S ALL ABOUT INSIGHTS 6-7 FEB

Segmentatie, zo 2018!?

Steven Lie-Atjam – Signify & Hette Spoelstra – Ipsos

#MIE19

7 februari 2019

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Turn off
my
phone?



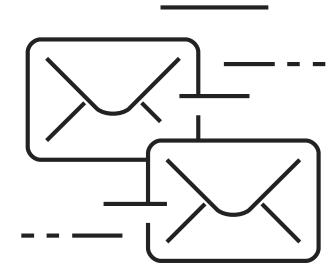
©signify





Essentie van Marketing

kanaal | boodschap | doelgroep



Doelgroep

Identificeerbaar en voldoende omvang

Homogeen



Meer bronnen

Juiste activatie en content



**Statistiek is als een
bikini: de essentiële
onderdelen blijven
verborgen.**



**Marktonderzoek
is een simpel vak.
De moeilijkheid is
het simpel uit te
voeren.**

Wat is het probleem?



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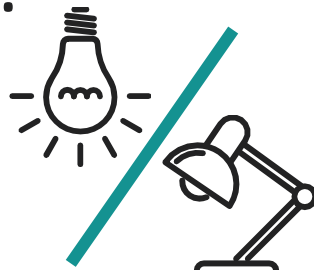
Samenvattend...

1.



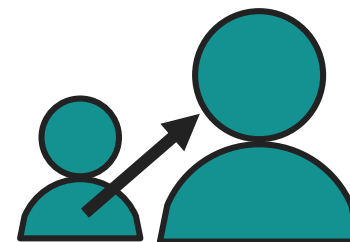
Marketeer

2.



Doelgroep

3.



Omvang

4.



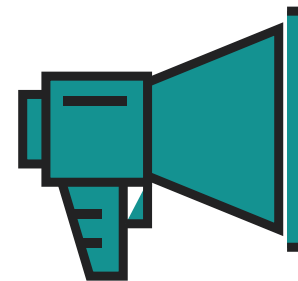
Global

5.



Stijl

6.



Bereiken en beraken

Hoe hebben wij geholpen?

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Al het goede komt in 3-en



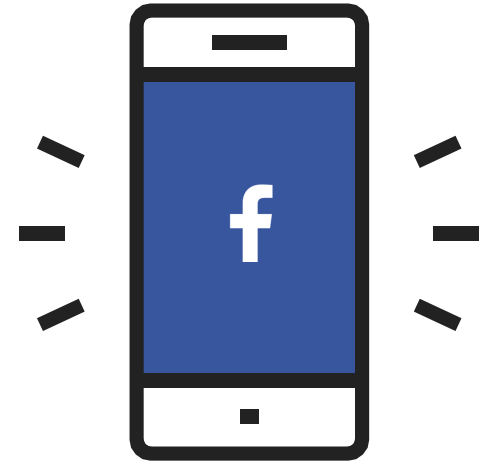
Motivaties rond de rol van
het huis en licht verdiept

+



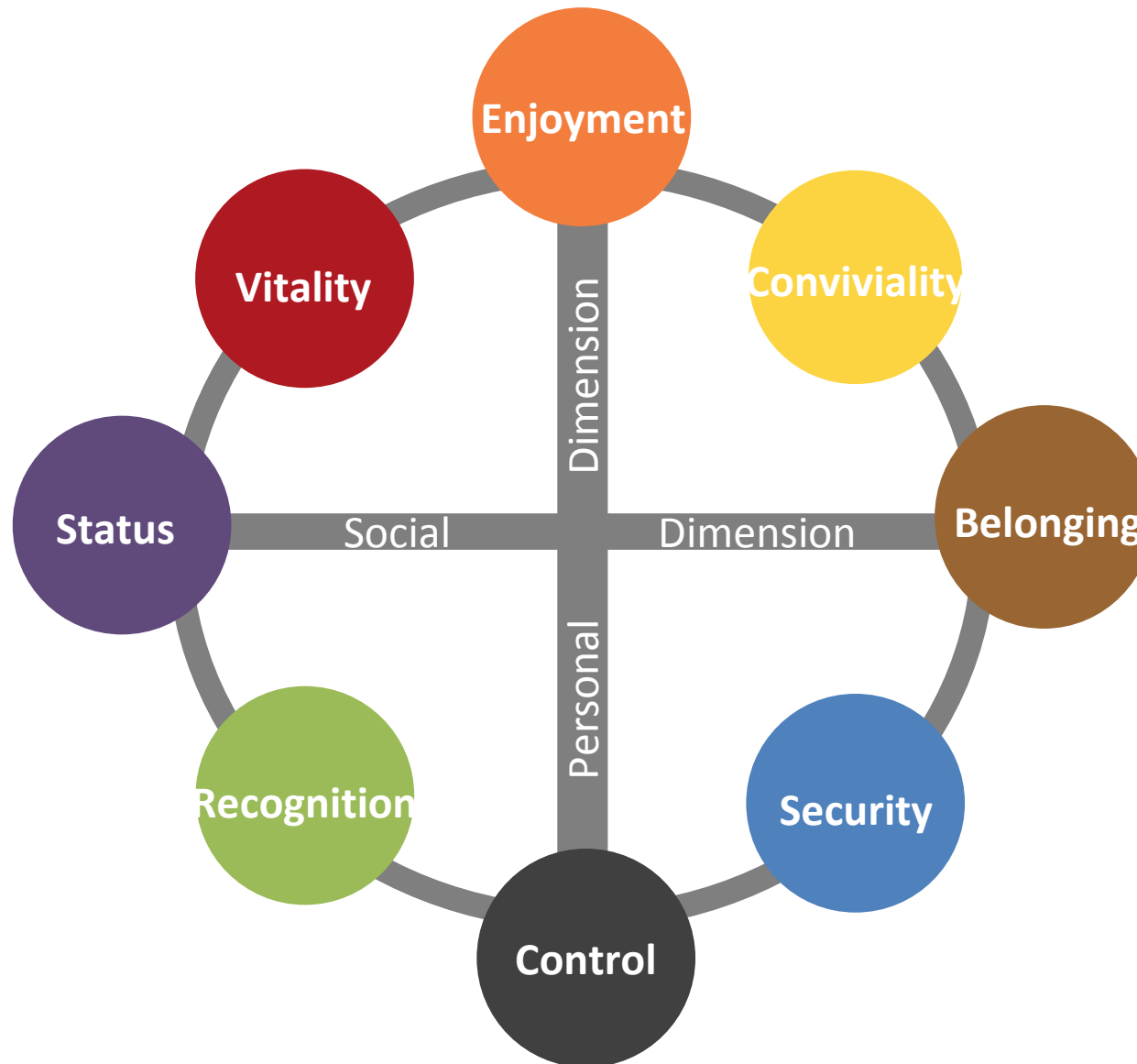
Media en interesses
in kaart

+

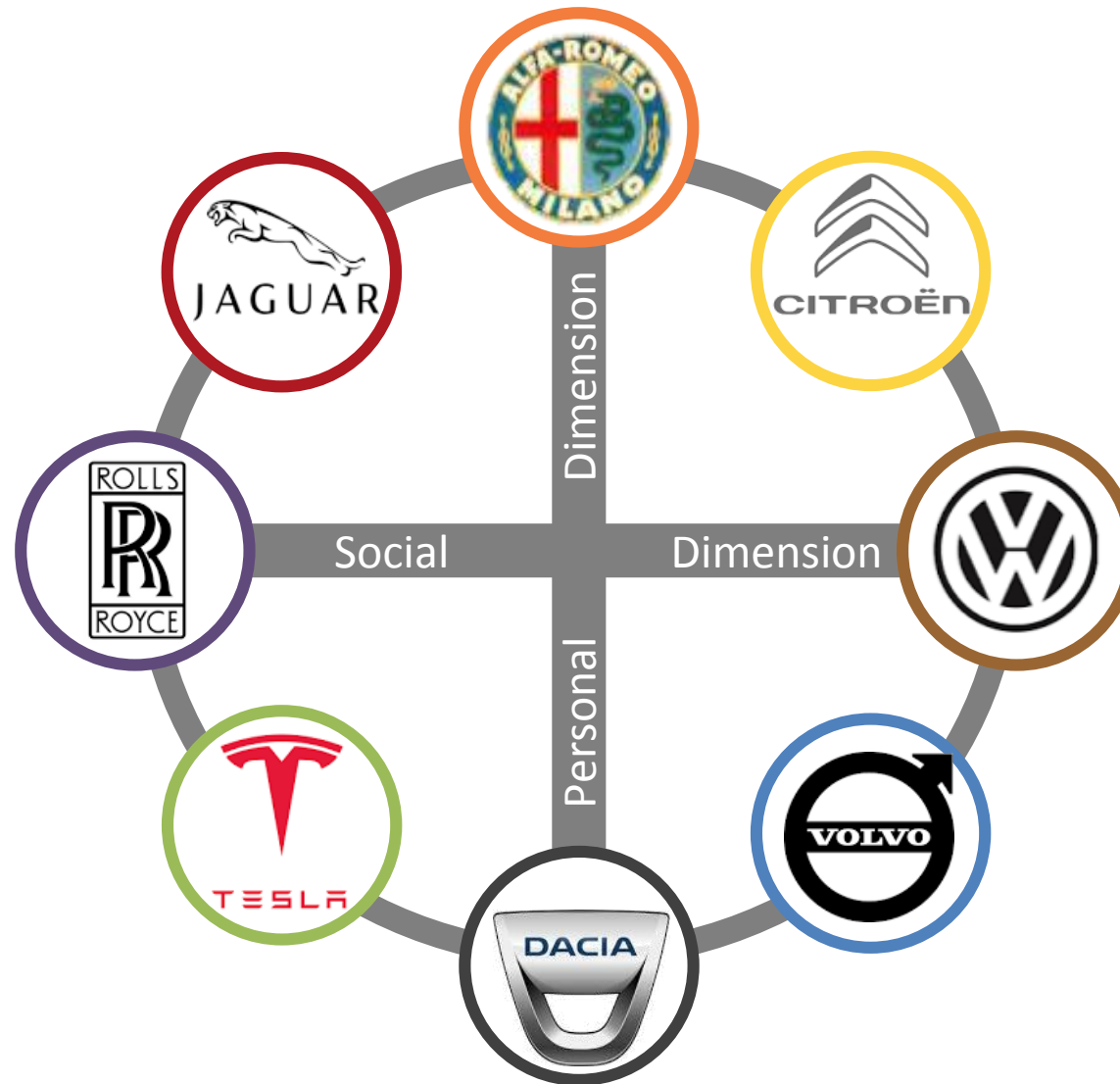


Facebook gedrag

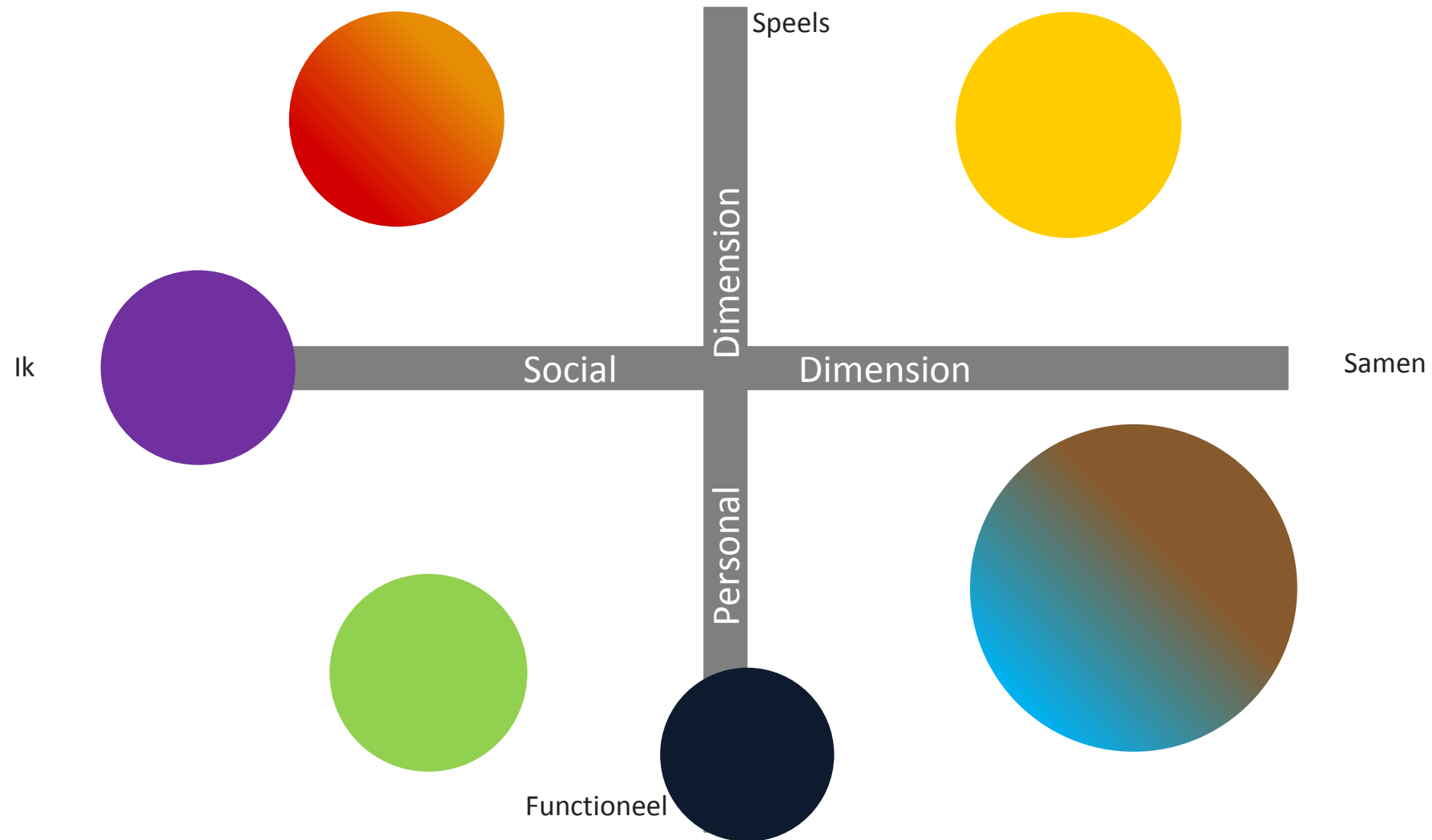
Segmentatie model



Segmentatie model - automerken



Huis & interieur: 6 homogene groepen



2018 – Life Style Hunter



Media



Interesses



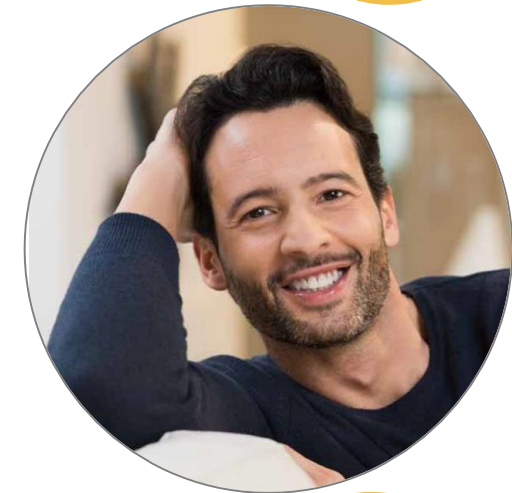
Ambities



Social media



Media attitudes



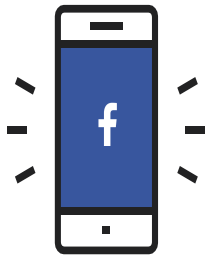
Health &
wellness

Voice

Kranten

Interactieve
TV

Facebook audience profiler



Demografie



Gedrag



Smart home



Interesses



Liberaal

Is al fan van Philips

Houdt van basket ball

Houdt van de Japanse keuken

Gaat op avontuur vakanties

Kijkt op naar Elon Musk

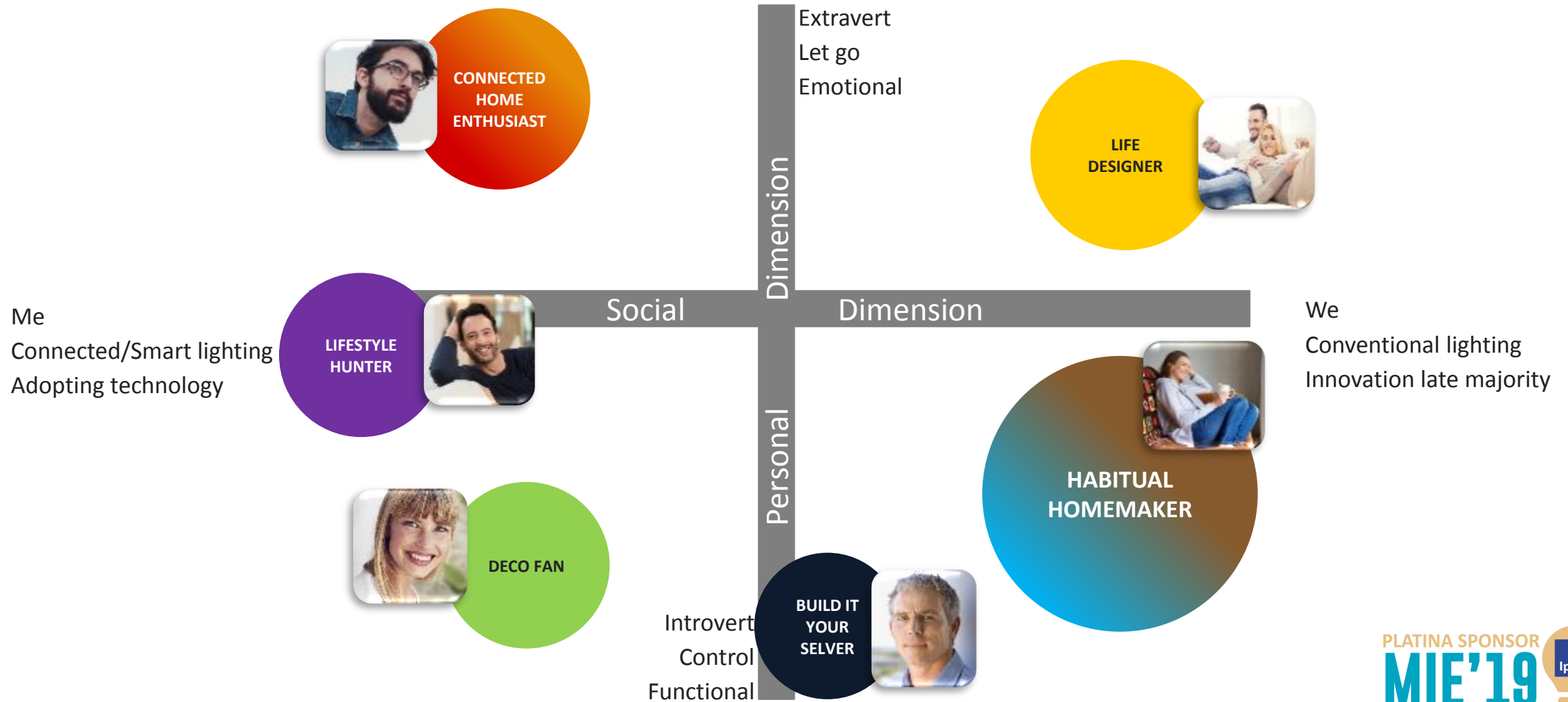
Drinkt whisky

Koopt minder bij Amazon

Koopt bij Best Buy

Heeft een iPhone

6 persona's



Lifestyle Hunter



My friends would probably describe me as ambitious. I have a habit of putting work before my social life. But that's not the whole story - I consider myself the definition of work hard, play hard.

INTERESTS AND HOBBIES



My goal is to make it to the top of my profession



My friends are the most important thing in my life



Vacation gives me a moment all for myself

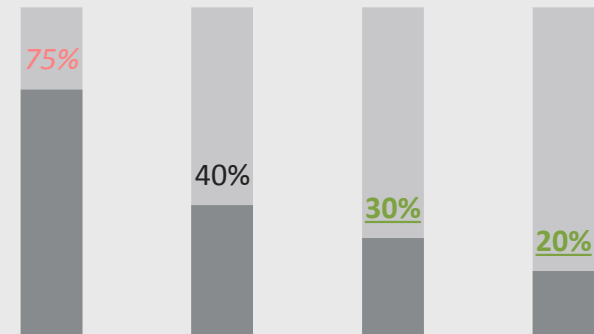


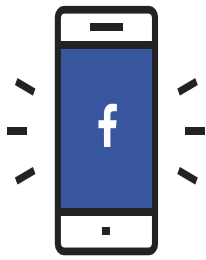
I seek out new trends and products. I like to be different

SOCIAL MEDIA



LIGHTING PURCHASE





ELECTRONICS BRANDS			
	profoto	5.9 %	● ● ●
	Apple Inc.	29.6 %	● ● ●
	Pioneer Corporation	2.5 %	● ● ●
	PlayStation	13.0 %	● ● ●
	Xbox (console)	16.7 %	● ● ●
	GoPro	11.4 %	● ● ●
	Hasselblad	8.8 %	● ● ●
	Philips	8.7 %	● ● ●
	Razer Inc.	1.8 %	● ● ●

FASHION BRANDS			
	Supreme (clothing)	14.7 %	● ● ●
	Calzedonia	13.0 %	● ● ●
	Rolex	16.7 %	● ● ●
	Adidas	29.6 %	● ● ●
	A Bathing Ape	11.4 %	● ● ●
	HYPEBEAST	18.7 %	● ● ●
	Nike, Inc.	29.6 %	● ● ●
	Stussy	7.7 %	● ● ●
	TAG Heuer	9.2 %	● ● ●
	Sézane	16.7 %	● ● ●

E-COMPANIIES			
	Mr. Porter	6.9 %	● ● ●
	DatPiff	20.7 %	● ● ●
	tinder	8.8 %	● ● ●
	TuneCore	18.7 %	● ● ●
	CD Baby	18.7 %	● ● ●
	SoundCloud	18.7 %	● ● ●
	Apple Inc.	29.6 %	● ● ●
	Bandcamp	14.7 %	● ● ●

Wat heeft het opgeleverd

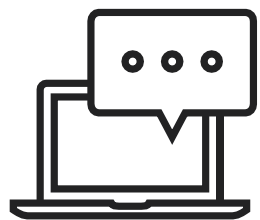


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Steven



De leerpunten



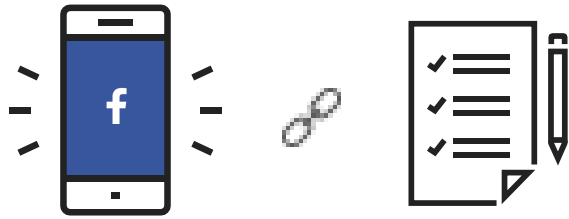
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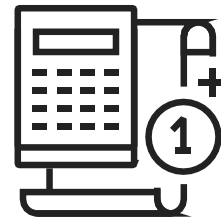
IT'S ALL ABOUT INSIGHTS



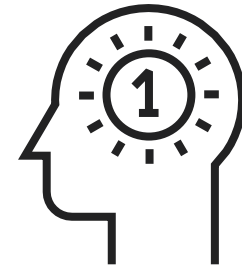
Learnings



Betere link



Ondoorzichtig

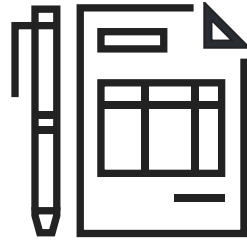


Interpretatie

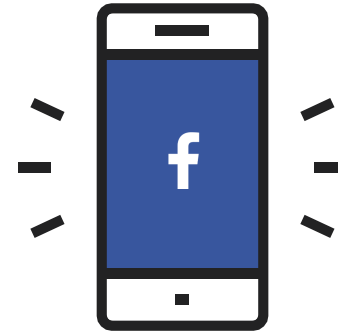
En nu...



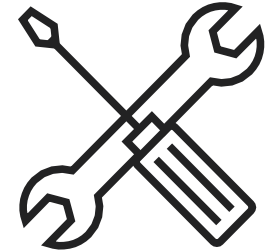
Onderzoek van 6
naar inmiddels 9
landen



Nieuwe landen:
kortere vragenlijst om
segment te bepalen



Facebook profiler om
te verrijken en te
lokaliseren



Een screeningstool
voor kwalitatief
onderzoek

Om over na te denken....





**Je kunt met Google
alles opzoeken en
met data alles
analyseren, maar
alleen met kennis
kun je het verband
zien.**

Meer informatie?



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