Reinventing segmentation
through visual metaphors and advanced analytics

"*Segmentations need to be <u>shorter</u>, fit for <u>mobile</u>, more <u>engaging</u> and above all <u>more insightful</u>*"

Segmentations form an important cornerstone for many brands. They help developing strategies, identifying target groups and inspire both communication and innovation.

However, segmentations typically require long questionnaires, using rather boring & repetitive designs. These questionnaires are overloaded with questions about anything a brand wants to know about its consumers.
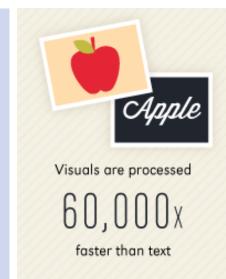
We need to rethink our segmentations. We need them to be shorter, fit for mobile, more engaging and above all more insightful.

More information?
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Segmenting with qualitative techniques on a quantitative scale
In order to keep needs-based segmentations relevant and fit for the future, we need to fundamentally change them! What better way than to use visual with strong metaphorical meaning as a starting point. We introduce a *more visual way of interacting with our consumers: 'Censydiam metaphors'.*

Letting respondents describe their feelings through images has been used in qualitative research for decades. With advances in text-analytics we can make these qualitative projective techniques scalable and implement them on a quantitative scale. Fun, easy and still more insightful than the old approach!

Visuals are processed

60,000x

faster than text

So easy, a 9-year old can fill it in:

"What does <u>playing hockey</u> mean to you?"

- Beauty
- Family support
- Hard work
- Team work
- Growth

Transform your research

Even complex research programs with a lot of heritage can be transformed to mobile fit survey with a bit of creative thinking. Thanks to a better understanding of how people behave and thanks to the exciting opportunities offered by technology, we can actually generate richer insights with surveys that are actually fun to fill in.