

ACTIVATION OF CENSYDIAM SEGMENTATION STUDY
CASE: HUMMEL®

"WE HAVE GONE FROM A FRAGMENTED IMAGE OF CONSUMERS AND MARKETS TO A SHARED STARTING POINT BASED ON SOLID FACTS. THIS GIVES US THE OPPORTUNITY TO BUILD A JOINT STRATEGIC FOUNDATION WITHIN THE COMPANY WHEN WE DISCUSS BRAND POSITIONS, MARKET DEVELOPMENT AND PRODUCT DEVELOPMENT"

- Lene Christensen Heinz, Business Intelligence Team Leader, hummel® International

Sport and sports equipment have developed rapidly during the last years with a large part of the market moving into the categories of "leisure" and "fashion". This also applies to hummel®, who wanted to create a mapping of their brand's DNA. Ipsos helped generate and activate new knowledge and new tools in the organisation. The result is a shared, internal understanding of the consumers and the brand's positioning, which provides a stronger strategic foundation for managing the shared product and market development. The starting point has been a large segmentation study based on the Censydiam model.

Challenge

hummel® wants strategic knowledge about consumers and their own brand within the categories of sneakers, team sports, athleisure and kids apparel:

- What are the consumer preferences and needs within the respective product categories, and which needs does hummel® want to fulfill?
- How is the brand positioned with the consumers – both overall and within the product categories?
- What are the biggest market and development potentials, and how do we activate the new knowledge within the organization so the company can establish a stronger emotional relation to the customers?

The Result

"We have now mapped the position and potential of the consumers and hummel on selected markets. This gives us a strong foundation for making both strategic and operational decisions. For example, when we discuss where to invest in product development and communication."

*- Lene Christensen Heinz,
Business Intelligence Team Leader, hummel® International*

Examples of the outcome so far:

- Five overall segments have been identified and specified using the Censydiam model's 8 psychological motivational factors.
- The development potentials within products and segments have been mapped on both the domestic Danish market and the upcoming German market.
- A targeted activation of the tools has been initiated across the organisation, both from top management and out. Segmentation material and workshops ensures integration across product development, marketing and sales.

Analytical Setup

- 16 exploratory focus groups: 8 in Denmark and 8 in Germany.
- Subsequent quantitative study in both countries within the four product categories. A total of 6,500 interviews.
- The segmentation is built top-down based on the qualitative study, which has subsequently been validated and specified quantitatively.
- Animation films and infographics put pictures, feelings and attributes on the five unique hummel® segments.
- Finally, implementation workshops and activation processes were carried out across the organisation.

hummel® says

"The analysis and anchoring of it has given us an outside-in understanding of both brand, communication and product development. We understand how consumers act - and what main types of consumers that are using our brand. The yield is a common language and a tool with great organisational and market value."

"The integration between the qualitative and quantitative part of the analysis is essential. Ipsos can do that because they think and work as they do. And here lies the great value for us as buyers of market research. First, they open up behind the consumers. Afterwards they open our understanding of our own brand and potentials. That's powerful."

*Quotes by:
Lene Christensen Heinz,
Business Intelligence Team Leader, hummel® International*

Want to know more?

Ipsos Censydiam is part of the palette of methods that helps identify growth opportunities for specific brands in the market. The methods are supported by research and provide concrete and action indicating recommendations. **Contact Asger Colmorn Mortensen, Head of Ipsos UU, at +45 3319 3949, or Søren Bertram Andreasen, Head of Market Strategy & Understanding, at +45 2449 1416.**