

An illustration of a woman's face in profile, wearing white-rimmed sunglasses. The lenses reflect a tropical scene with palm trees and a sunset. She is drinking from a white straw. The background is a warm, orange-toned gradient.

GfK Roper Consumer Styles

Target group orientation for strategic marketing planning

Contents of the RCS Target Group Report

GfK

The RCS Target Group Report at a glance

Target group orientation for strategic marketing planning



Potentials

What is the size of each target group on a global level and in the respective region?



Values

What does life mean for each GfK Roper Consumer Style? What are the most important values? Which patterns do they form?



Demographics

What is the life stage of each target group and which education and income levels characterize it?



Leisure time

What are their leisure time activities? What is their characteristic pattern of behavior?



Consumption

What are their preferred retail outlets? Which kind of products do they like?



Marketing

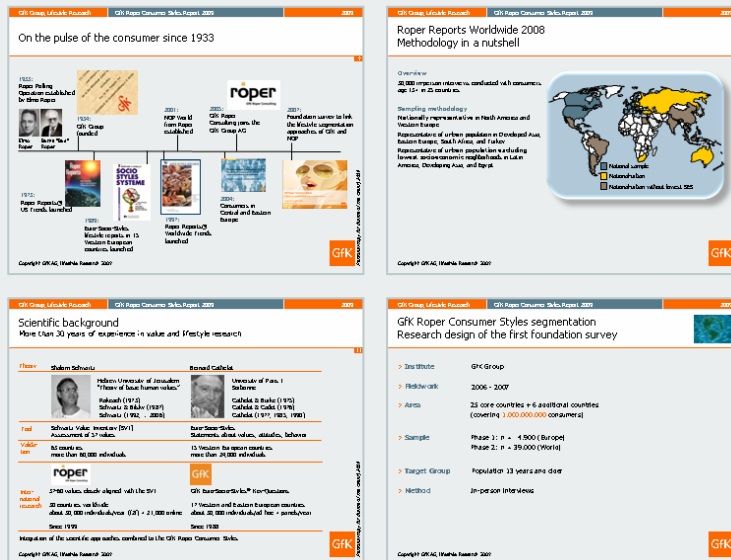
What are the key triggers for marketing? Which kind of communication is appropriate and which kind of media content do they take notice of?

GfK RCS Target Group Report at a glance

Contents

Detailed description of the research approach and of the structure of the consumer about 120 pages, Adobe Acrobat [PDF] format, English

The approach of RCS Lifestyle Research



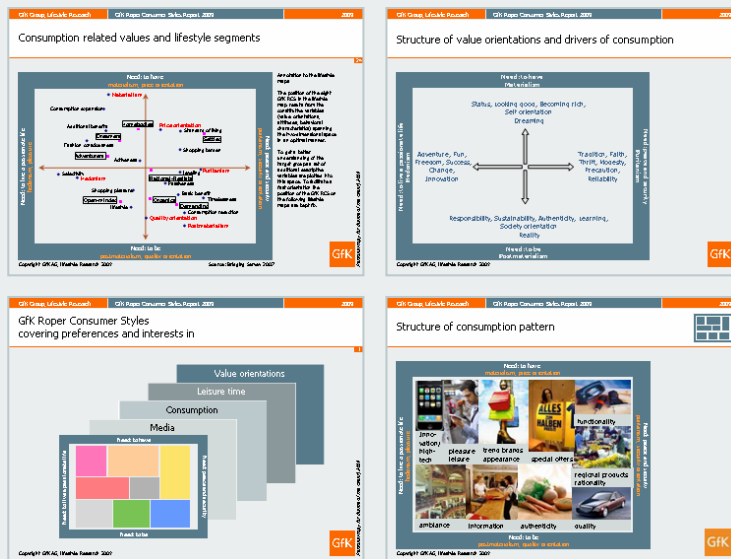
- Objectives of Lifestyle Research and application in marketing
- History of GfK Lifestyle Research
- Scientific Background
- International consumer database RRW
- Research process and database

GfK RCS Target Group Report at a glance

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Structure of value orientations and consumption preferences of consumers



Map of consumption related value orientations and lifestyle segments

Consumer behavior in the map of lifestyle segments

- Interests
- Activities
- Product attributes and features
- Brand preferences
- Drivers and convictions
- Media preferences

GfK RCS Target Group Report at a glance Contents

Description of the eight lifestyle target groups based on the international consumer database

Information for each RCS segment

The screenshots display the following sections:

- Target group information:** Values, Demographics, Potentials, Activities, Consumption, Marketing.
- Open-minded Values:** Life wants to be discovered, Value orientations and driving forces.
- Annotation of target group description:** GfK RCS name, Illustration of the target group, Characterization of the category.
- Open-minded Demographics, interests and activities:** Demographic focus, Proper life information, Attitudes and values.
- Open-minded Consumption:** Brand preferences, ideal brand, Preferred product groups.
- Open-minded Marketing/Communication:** Communication channels, Progress of usage, Topics of interest in media.

- Value orientations and driving forces
- Most important values
- Interests/activities
- Demographical focus
- Proportion of population (World total + licensed country)
- Brand preferences, ideal brand
- Product preferences, product attributes
- Preferred product groups
- Retail outlets
- Communication channels
- Topics of interest in media
- Internet activities (Top 5)



GfK RCS Target Group Report at a glance

Contents

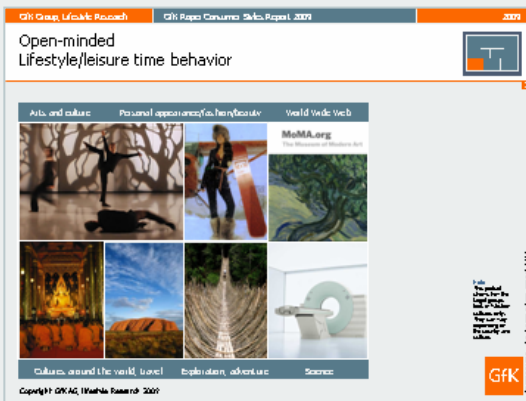
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Illustrations of the eight lifestyle target groups



3 photo collages per RCS segment

- Dream and mentality
- Lifestyle and leisure time behavior
- Communication preferences



GfK RCS Target Group Report at a glance

Contents

Statistics about the eight lifestyle target groups by demographic categories

Gender, age, employment status, marital status, children, size of household, occupation, education, income categories; statistics: percentages, index values

The image displays four preview pages from the GfK RCS Target Group Report. The first page shows a diagram of consumer styles categorized into Organics, Skilled, and others. The subsequent three pages are demographic tables for Europe, the world, and the world, respectively, showing percentages and index values for various demographic categories like age, gender, and household size.





GfK Roper Consumer Styles

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