

ValueScope

Uncovering the Power of Shared Values for Effective Marketing

In today's increasingly complex global marketplace, brand strategists need more effective tools for understanding consumer needs and decision drivers across diverse cultures and changing conditions. That's why, since 1999, GfK Roper Consulting has tracked personal values among consumers around the world as part of its **GfK Roper Reports® Worldwide** service.

Offered exclusively by GfK Roper Consulting, the *ValueScope*SM model delves well beyond demographics to reveal the most deeply rooted drivers of consumer behavior—the personal values that define who we are, what we do and how we live.

The result of extensive ongoing research and development, the *ValueScope* system is based on a set of 50+ discrete values that transcend nationality and can be found in every culture around the world. Through a rigorous multivariate approach, *ValueScope* identifies seven distinct values-based types of people present in every culture—each offering significant implications for consumer lifestyles, perceptions and purchasing decisions.

Making *ValueScope* Work for You

GfK Roper Consulting's *ValueScope* model provides you with a groundbreaking tool for identifying new market opportunities, creating effective strategies and aligning brands for long-term competitive advantage.

- In order to align consumers' personal values with brand attributes, you need to understand what consumers truly care about. *ValueScope* enables you to link brand strategy with what makes consumers tick, enhancing your ability to tailor products, positioning and messages to 'strike the right chord' with target segments and enhance affinity for your brand.
- Looking beyond market-to-market differences in behaviors and perceptions, *ValueScope* reveals shared needs and behavioral patterns among consumers around the world. With the "common thread" insights *ValueScope* provides, you can create strategies that work in every region and across national boundaries, while allowing for cultural uniqueness.
- Research has established that values tend to be more stable than other consumer segmentation tactics. Therefore, *ValueScope* is a uniquely reliable analytical tool that maintains its relevance throughout political, social and economic fluctuations, so you can create strategies that remain effective throughout changing conditions such as demographics and lifestage.

Inside the *ValueScope* Toolkit: Unlocking the Door to Consumer Values

ValueScope offers a full set of tools to help you understand how consumer values give a true competitive advantage.

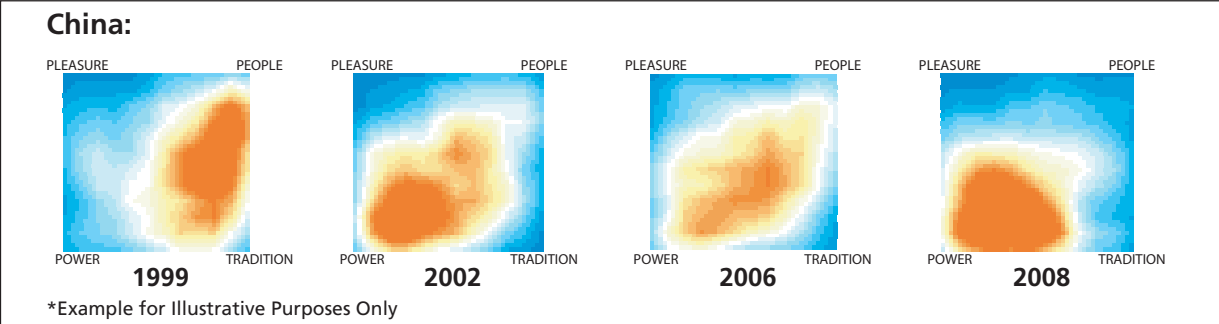
Values Factbook: A comprehensive guide to all individual Values measured in **GfK Roper Reports Worldwide** and Values profiles of all countries covered based on more than 30,000 interviews conducted each year with consumers around the world.

Values Types: A one-of-a-kind, powerful profiling tool for understanding consumer motivations.



Values Maps

- **Values Profile Maps:** A clear visual representation of global personal values against which we can overlay any consumer group or behavioral/attitudinal measure.
- **Values Position Maps:** Allows you to map multiple brands and targets into the same Values space and examine the distance between them.
- **ValueScans:** “HeatMaps” which show not only the position of brands and target groups, but also their distribution in the Values space, as per the example below.



Values-based Branding: Allows the brand strategist to evaluate alternative brand positions by examining the target groups who would be attracted by such a positioning. You can optimize your brand portfolios to cover a larger area of the market and avoid cannibalization.

Values Trends: Trends to help you understand where the market is and where the market is heading—so you gain insight into potential opportunities for product development and marketing communications platforms.

ValueScope License: Add our values instrument into your survey to build a data bridge between your category-specific studies and our wealth of consumer lifestyle information. You can create the same Values Types and Values Maps, incorporating insights from your study and have a direct link into the broader consumer picture.

A Look at Values Around the World: Understanding the ValueScope Types

<p><i>Achievers</i> place high importance on attaining and exhibiting social status.</p>	<p><i>Hedonists</i> are constantly searching for new, stimulating experiences.</p>
<p><i>Traditionalists</i> believe that their inherited way of life is the best and does not need to change.</p>	<p><i>Socialrationals</i> want to save the world, not because they are idealists but because they feel it is sensible to do so.</p>
<p><i>Survivors</i> try to always give their best effort while being modest and self-effacing.</p>	<p><i>Self-directeds</i> are all about being true to themselves.</p>
<p><i>Nurturers</i> are people who place high value on maintaining long-term commitment to friends and family.</p>	

How Can I Learn More about ValueScope?

To find out how ValueScope can help you create winning brand strategies and marketing tactics globally, contact:

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