



# Drawing Brand Face - Consumer Touch

*Case study*

Ilze Kronberga  
ECR Baltic Forum  
11.11.2010

**Consideration of consumer opinion is key to competitive advantage of any product or brand in the market**



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# Consumer Lifestyles

## *Case study*

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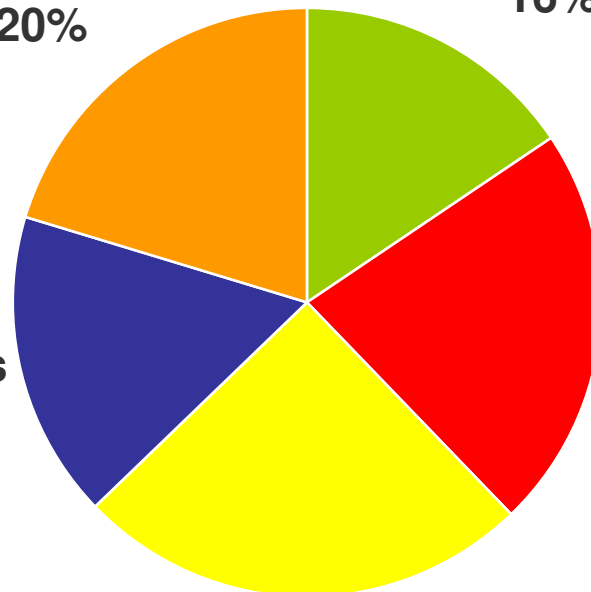
# Consumer Lifestyle Segments in Latvia



**Caring people**  
20%



**Ordinary person**  
16%



**Planners**  
17%

**Conservative**  
22%



**Free-liver**  
25%

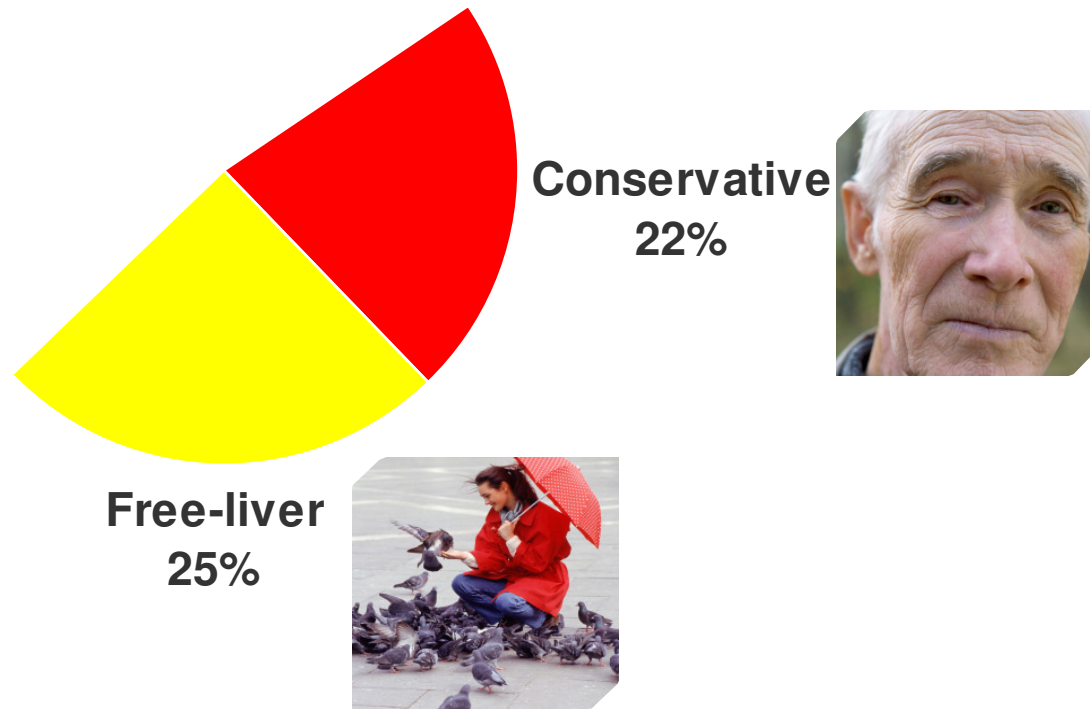


# Overall Description of Segments: Demographics (%)

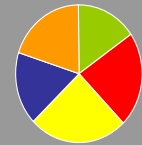


	Ordinary person	Conservative	Free-liver	Planner	Caring
<b>Size of the segment</b>	<b>16%</b> ~ 288 000 consumers (15-74 y.o)	<b>22%</b> ~ 396 000 consumers (15-74 y.o)	<b>25%</b> ~ 450 000 consumers (15-74 y.o)	<b>17%</b> ~ 306 000 consumers (15-74 y.o)	<b>20%</b> ~ 360 000 consumers (15-74 y.o)
<b>GENDER</b>					
Male	68	54	41	29	36
Female	32	46	59	71	64
<b>AGE</b>					
15-24	26	16	20	8	24
25-34	26	15	22	7	25
35-44	10	24	21	15	18
45-60	27	32	26	36	32
61-74	11	13	11	34	1
<b>NATIONALITY</b>					
Latvian	48	48	60	68	77
Other	52	52	40	32	23
<b>RESIDENCE</b>					
Riga	27	31	34	37	30
Other cities	44	37	34	37	24
Rural	30	32	32	27	46
<b>EDUCATION</b>					
Elementary	7	3	3	3	7
Secondary	57	52	55	36	37
Higher	36	44	42	61	57

# Consumer Lifestyle Segments - Latvia

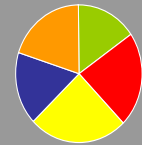


# Overall Description of Segments: *Personality*



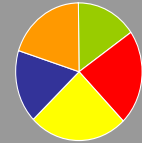
	Conservative	Free-liver
<b>Ideal Personality</b>	<p style="text-align: center;"><b>TOP 3</b></p> <ol style="list-style-type: none"> <li>1. Responsible</li> <li>2. Hard-working</li> <li>3. Family-oriented</li> </ol> <p style="text-align: center;"><b>Last 3</b></p> <ol style="list-style-type: none"> <li>1. Careless</li> <li>2. Competitive</li> <li>3. Stylish</li> </ol>	<p style="text-align: center;"><b>TOP 3</b></p> <ol style="list-style-type: none"> <li>1. Independent</li> <li>2. Family-oriented</li> <li>3. Responsible</li> </ol> <p style="text-align: center;"><b>Last 3</b></p> <ol style="list-style-type: none"> <li>1. Careless</li> <li>2. Pedantic</li> <li>3. Conservative</li> </ol>
<b>Interests</b>	<p style="text-align: center;"><b>TOP 3</b></p> <ol style="list-style-type: none"> <li>1. Active recreation outside</li> <li>2. Traveling</li> <li>3. Raising children</li> </ol> <p style="text-align: center;"><b>Last 3</b></p> <ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Fashion</li> <li>3. Pop-music concerts</li> </ol>	<p style="text-align: center;"><b>TOP 3</b></p> <ol style="list-style-type: none"> <li>1. Traveling</li> <li>2. Active recreation outside</li> <li>3. Healthy food</li> </ol> <p style="text-align: center;"><b>Last 3</b></p> <ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Gardening</li> <li>3. Sports</li> </ol>

# Overall Description of Segments: *Trust in Sources of Information*



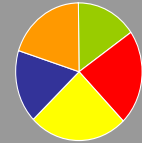
	Conservative	Free-liver
<b>Info Sources</b>	<b>Most Trusted</b>	<b>Most Trusted</b>
	<ol style="list-style-type: none"> <li>1. Search engines (Google etc.)</li> <li>2. Recommendations from people they know</li> <li>3. TV news</li> </ol>	<ol style="list-style-type: none"> <li>1. Recommendations from people they know</li> <li>2. Search engines (Google etc.)</li> <li>3. News portals</li> </ol>
	<b>Least Trusted</b>	<b>Least Trusted</b>
	<ol style="list-style-type: none"> <li>1. Banners</li> <li>2. Outdoors</li> <li>3. TV ads</li> </ol>	<ol style="list-style-type: none"> <li>1. Banners</li> <li>2. Ads before movies in cinema</li> <li>3. Ads in press</li> </ol>

# Overall Description of Segments: Attitudes



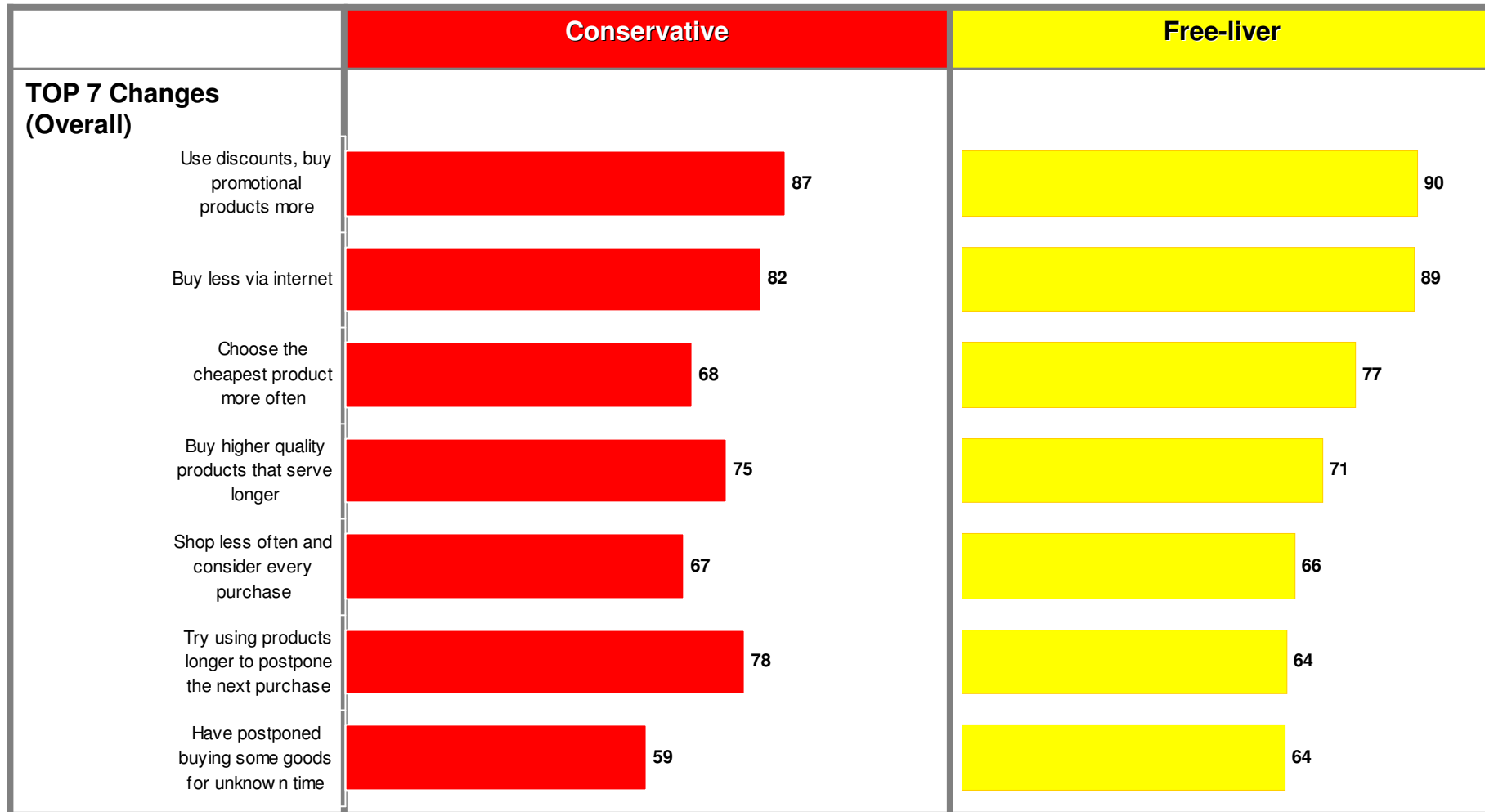
	Conservative
<b>Attitudes in Life (75% and more mentions)</b>	<p><b>Consumption</b></p> <ul style="list-style-type: none"> <li>87% Always look at prices</li> <li>83% Shopping is not an entertainment</li> <li>80% Don't specially look for products from companies who support charity</li> <li>79% Save money to buy larger items</li> <li>78% Brands do not reflect my personality</li> </ul> <p><b>Finance</b></p> <ul style="list-style-type: none"> <li>78% Would definitely change the job for a larger salary</li> </ul> <p><b>Social</b></p> <ul style="list-style-type: none"> <li>85% The same amount of friends as for other people they know</li> <li>84% The same social activity as for other people they know</li> <li>76% Better spend a peaceful evening at home; Have a traditional taste</li> </ul>

# Overall Description of Segments: *Attitudes*

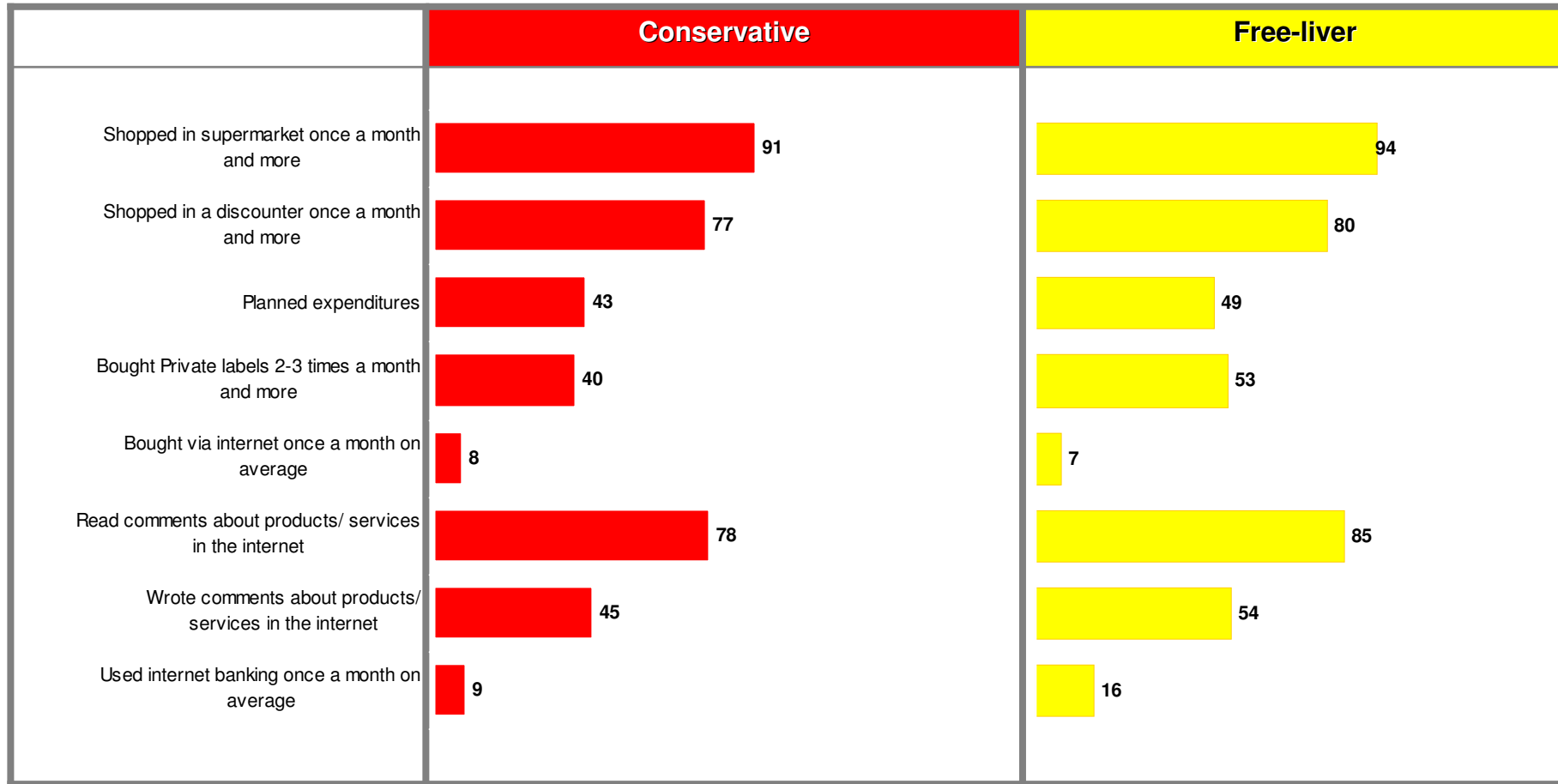


	Free-liver
<b>Attitudes in Life (75% and more mentions)</b>	<p><b>Consumption</b> 78% Like to buy new and different items 77% Always look at prices</p> <p><b>Finance</b> 93% Would definitely change the job for a larger salary 85% Don't want to work and earn less</p> <p><b>Social</b> 84% TV is not the main entertainment 76% Changes in everyday routine are not bothering 75% Like to visit places different from home; Want to change life and do something different</p> <p><b>Other</b> 83% Trust the pharmacist</p>

# Overall Description of Segments: Changes in Consumption (%)



# Overall Description of Segments: Consumption in the Last 12 Months (%)



# Consideration of consumer opinion is key to competitive advantage of any product or brand in the market

Can your company afford experiments?

OR

You want to effectively spend resources for product/  
brand management in the market?



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**Thank you!**

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