



*Making doordrop more personal
and relevant by resonating with
people's values*

Roel Schoemaker



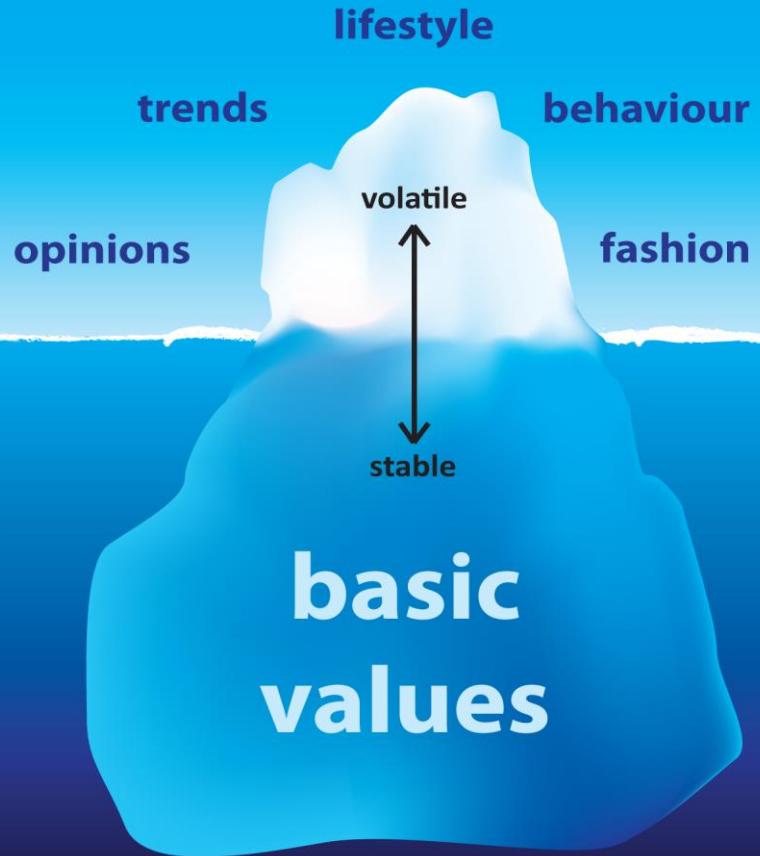
About Motivaction

- Independent market research and consultancy agency
- Based in Amsterdam, operating across the globe
- Full service
- Founded in 1984
- 90 FTE

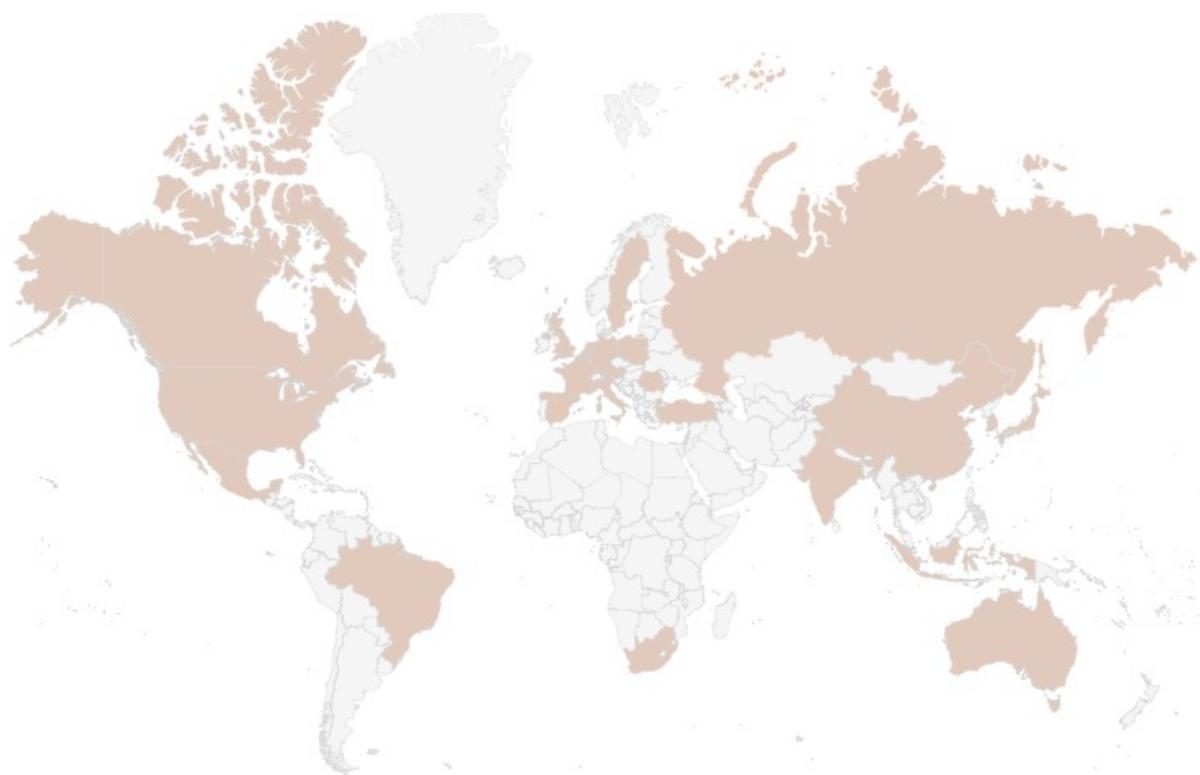
- Expertise**
 - Global values and trends segmentation
 - Reputation
 - Communication



Values as foundation of understanding people



56,000 online respondents in 24 countries



**62% of World
Population**

**80% of World
Economy**

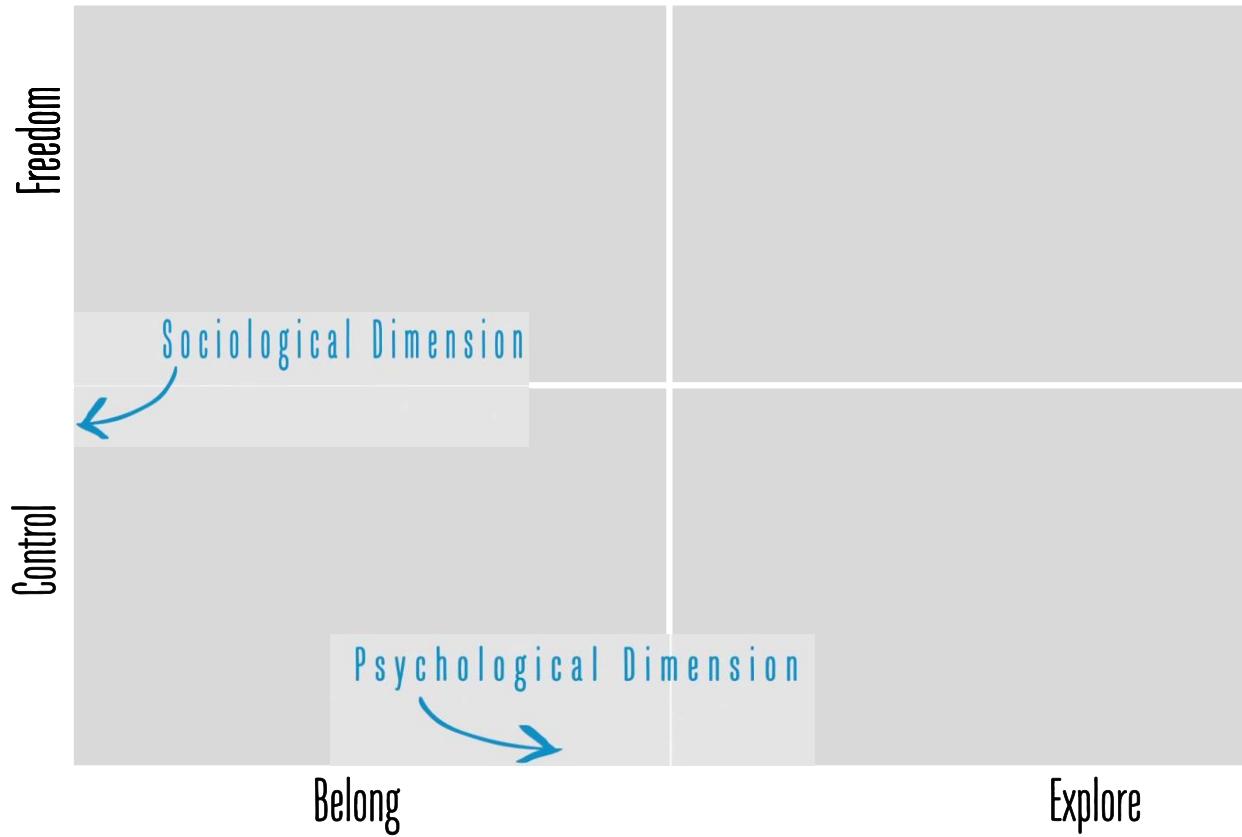
Hundred of available variables about:

- Personal values**
 - Lifestyle and hobbies**
(e.g. leisure activities, shopping)
 - Social and political orientations**
 - Sustainability**
 - Consumer behavior**
(e.g. shopping preferences)
 - Global and local brands**
 - Media usage**
 - Socio-demographics**
(e.g. household size, income)

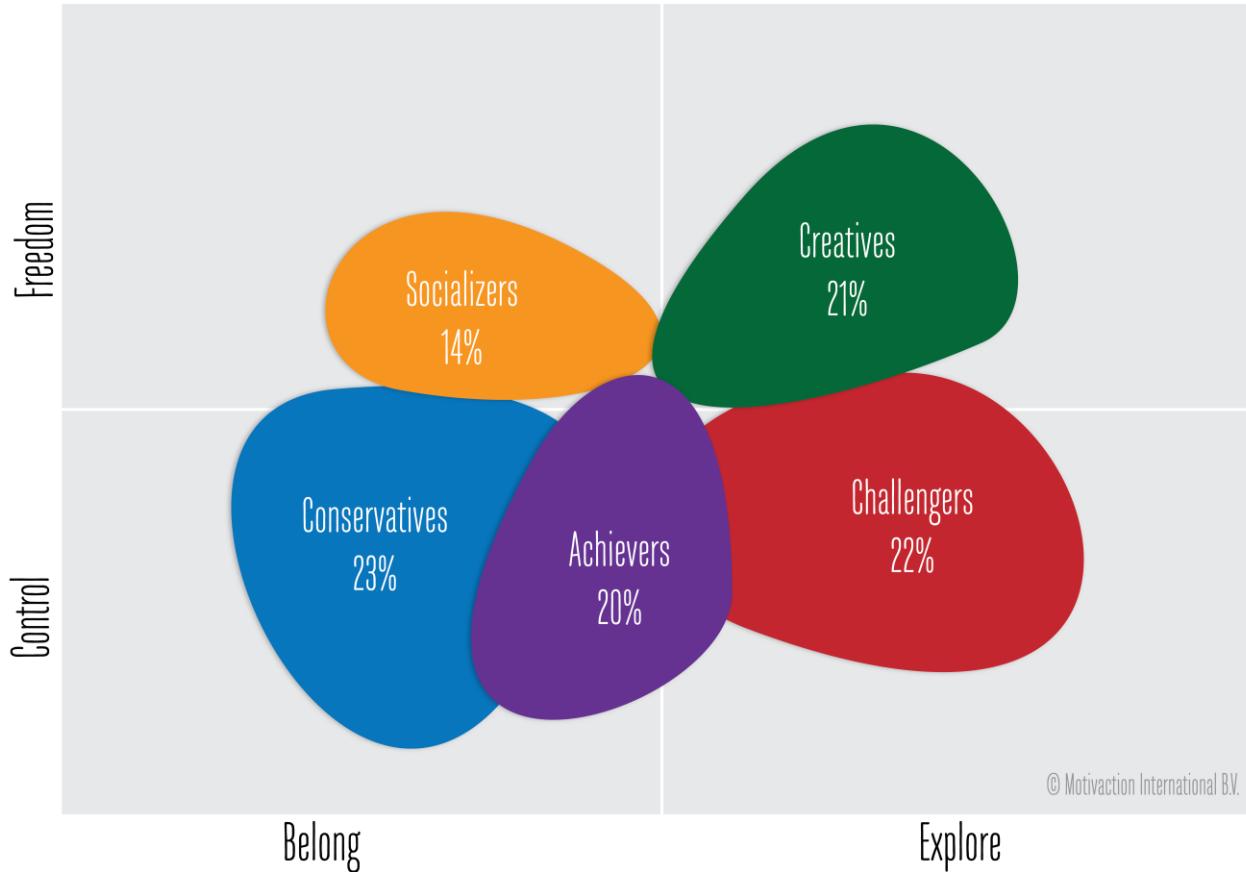


Embedded tool: values-based segmentation

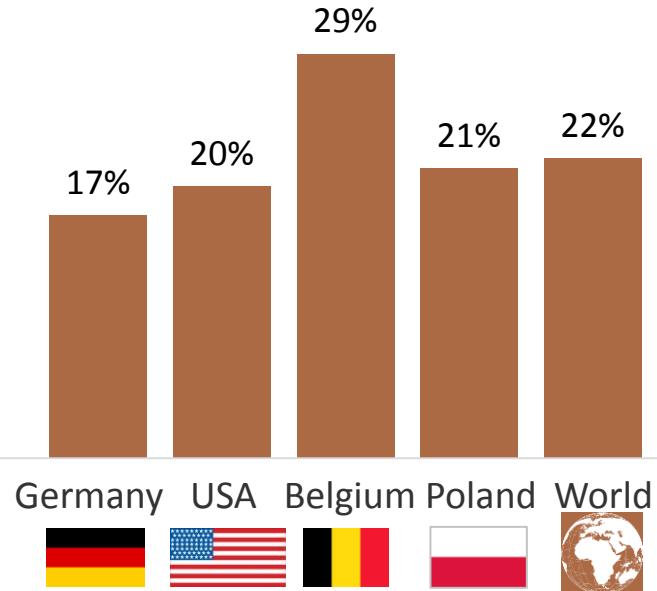
The dimensions



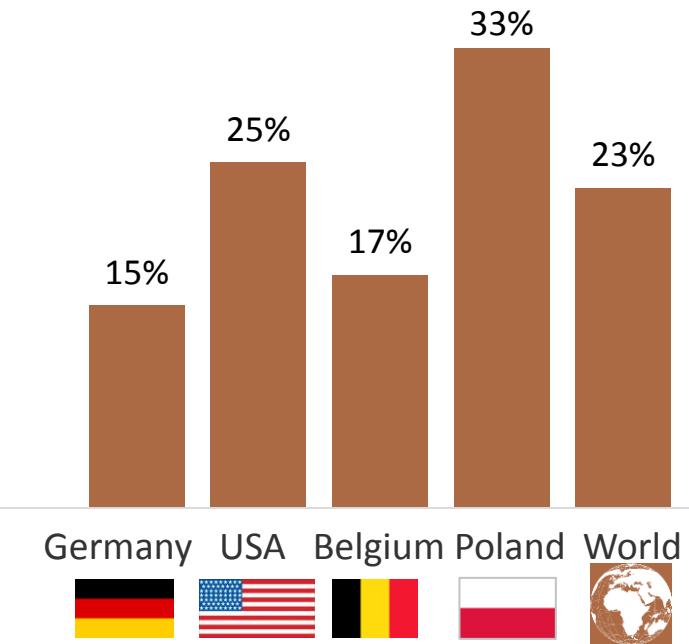
The Glocalities values segments worldwide



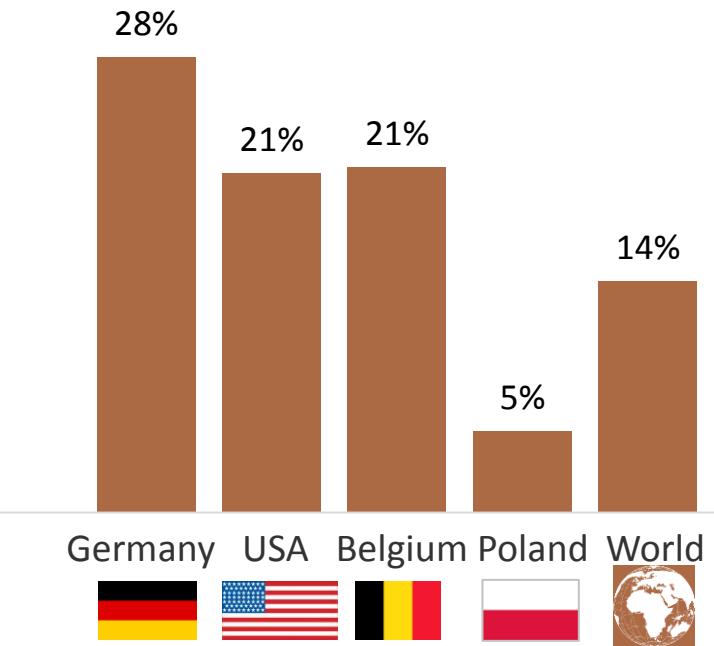
Challengers in selected countries



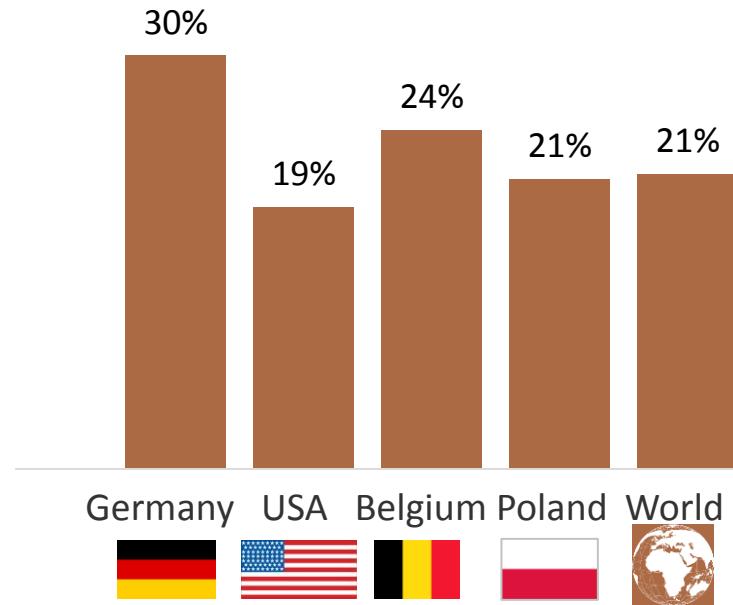
Conservatives in selected countries



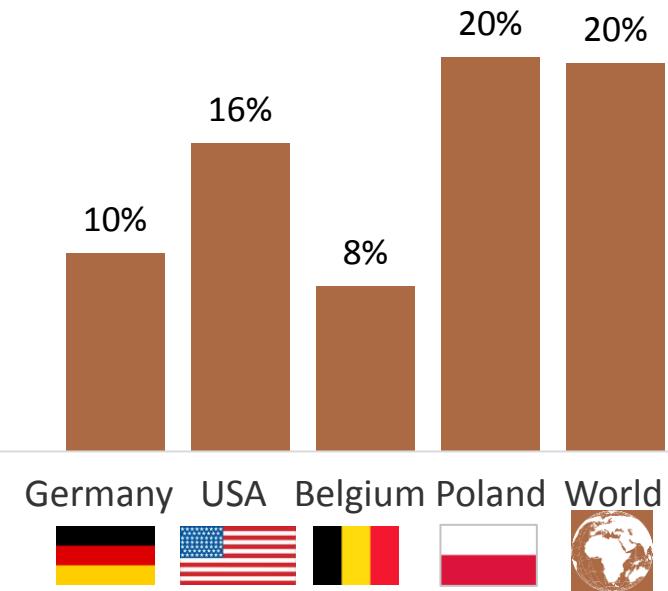
Socializers in selected countries



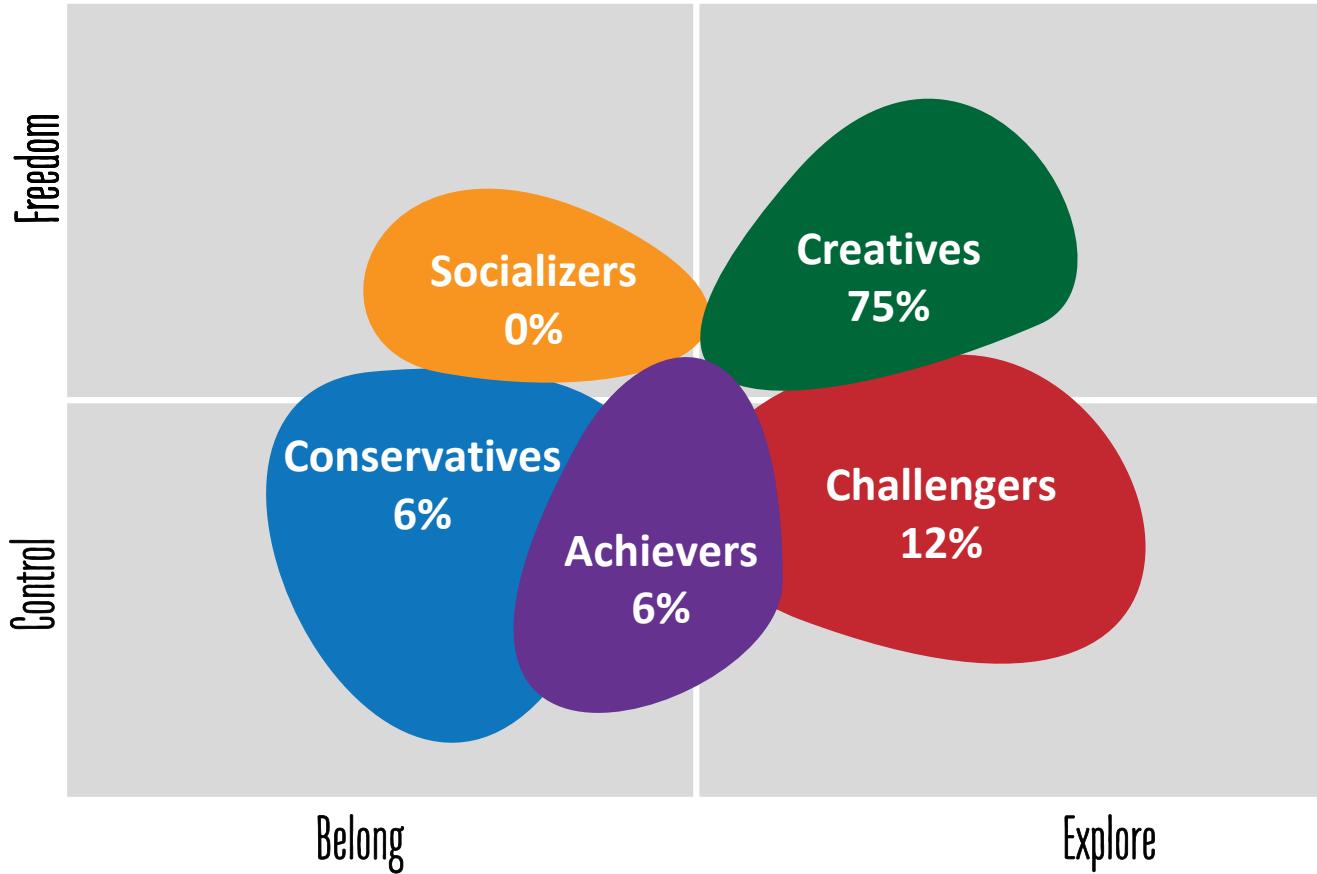
Creatives in selected countries



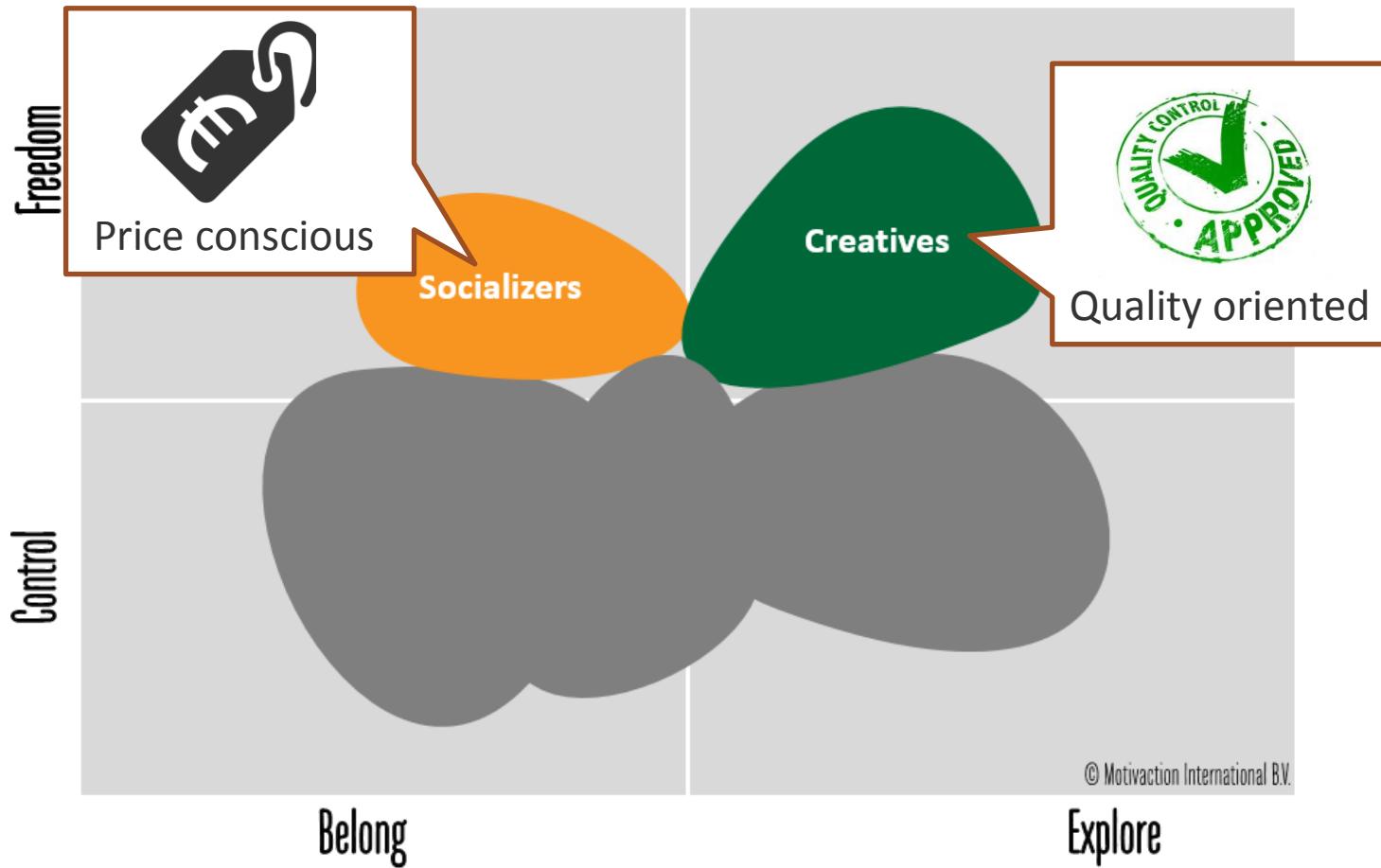
Achievers in selected countries

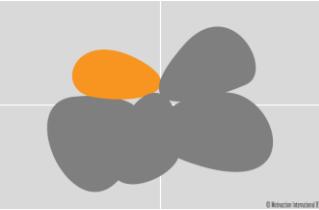


Which values segment do you belong to?



Two distinguishing groups on European level





The price-conscious group (Socializers-dominated)



Price-conscious group in a nutshell



Older on average



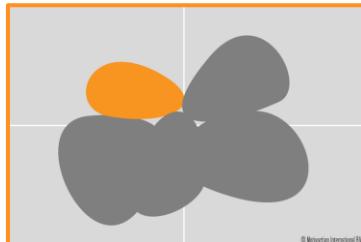
Relatively less affluent



More likely to have low-level education



Often visit food/cooking related websites



Watching a lot of TV, often commercial channels



Keeping an eye on offers



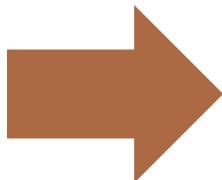
Less sensitive to well-known brands, like private labels



Practical-minded

Price-conscious group and doordrop

Door-to-door and in-store folders
remain popular among them!

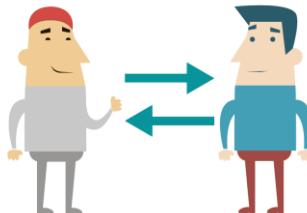


But tone of voice matters

Stress:

- Practical
- Trusted
- Cost-**€**ffective

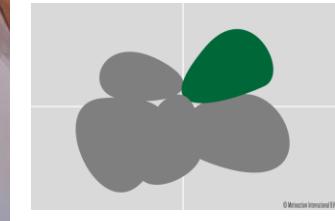
Using compatible influence styles



Reciprocity



Guarantees



The quality-oriented
group
(Creatives-dominated)



Quality-oriented group in a nutshell



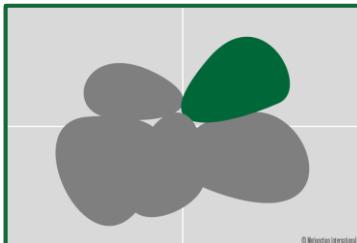
Relatively younger



Very active online



Often highly-educated



Much more affluent
than average



Like art and design



Interested in story
behind the brand
Critical mind set

LinkedIn

 Instagram

Social media



Relatively less TV, mainly
culture programs

Quality-oriented group and doordrop

They are much more likely to look things up online, but paper version is still relevant!

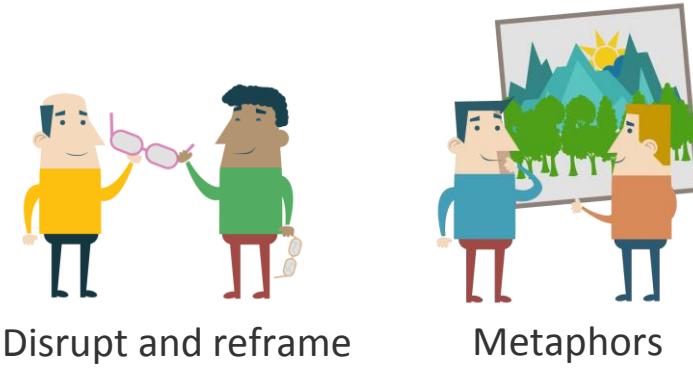


But tone of voice matters

Stress:

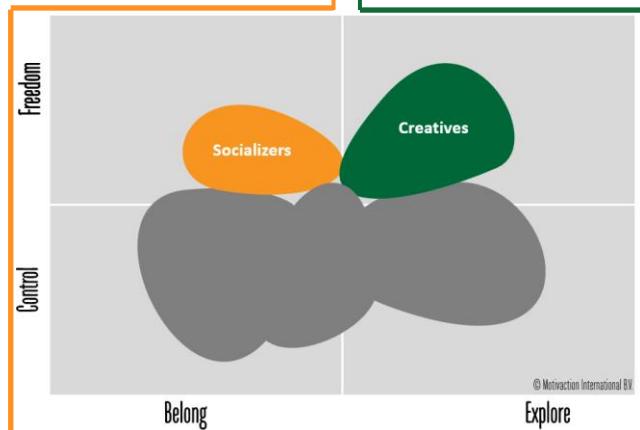
- Expressive value
- Innovation benefits
- Online applications

Using compatible influence styles



Price-conscious group

- They stay alert for special offers
- No high expectations from their products
- Quantity is more important than quality
- Practical and pragmatic
- Looking for security and a sense of belonging



Quality-oriented group

- They are always open for experiencing new things
- In search of visual gratification
- They trust their senses
- Seeking a personal connection with the product
- Quality above all
- They want to feel special

Current folder reach

Price-conscious group

Quality-oriented group

Paper folders



Digital folders



Folders via app



Folders in stores





Online channels are becoming increasingly important, especially among Creatives

..but ‘traditional’ folders are alive and kicking (Socializers)

There is no one-size-fits-all approach:
consider the values and shop orientation of
your target group

A roadmap to success

- 
1. Depart from the values and positioning of the brand in question
 2. Identify the target group that matches those values (sweet spot analysis)
 3. Measure current penetration among target group
 4. Calibrate tone of voice and message to resonate with the target group
 5. Testing among target target group
 6. Identify location of target group (database institutes)



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