

Sinus-Meta-Milieus[®]: Base for consumer centric approach Focus on people as they really exist - around the world



July 2015

30 years of expertise in the marketing process

As specialist for psychological and social science research and consulting with focus on:

Sinus-Milieus®

Identifying common values and attitudes to life:

- Strategic Target groups
- Brand strength and brand positioning
- Communication concepts
- Customer Experience and - Satisfaction
- Product development and design
- Trend Research



Strategic Target Groups that really exist

- Base for tailored client segmentation models combined with category specific U&A clusters
- Global model that works among all nations and cultures
- Holistic knowledge in all important categories both for marketing and social research:
 - FINANCE
 - HEALTH CARE
 - TELECOMMUNICATION + IT-TECHNOLOGY
 - AUTOMOTIVE (Mobility)
 - MEDIA + PUBLISHERS
 - TOURISM + TRAVEL
 - LIFESTYLE / FURNITURE / ARCHITECTURE / LUXURY
 - FOOD + COOKING
 - GENDER + GENERATIONS
 - ENERGY + NEW ALTERNATIVE TECHNOLOGIES

Key fact about SINUS and the Sinus-Milieus®:

■ Sinus-Milieus® are the first Milieu-Model created over 30 Years ago

- First qualitative model was developed 1979 on the base of 2000 qualitative interviews
- 1982 first quantitative validation of the Sinus-Milieus® by using the two axes for the positioning model
- Only model which truly reflects the change in society and values over time

■ Academically proven segmentation model

- Based on scientific findings, demographic characteristics are not determining the affiliation to a certain milieu

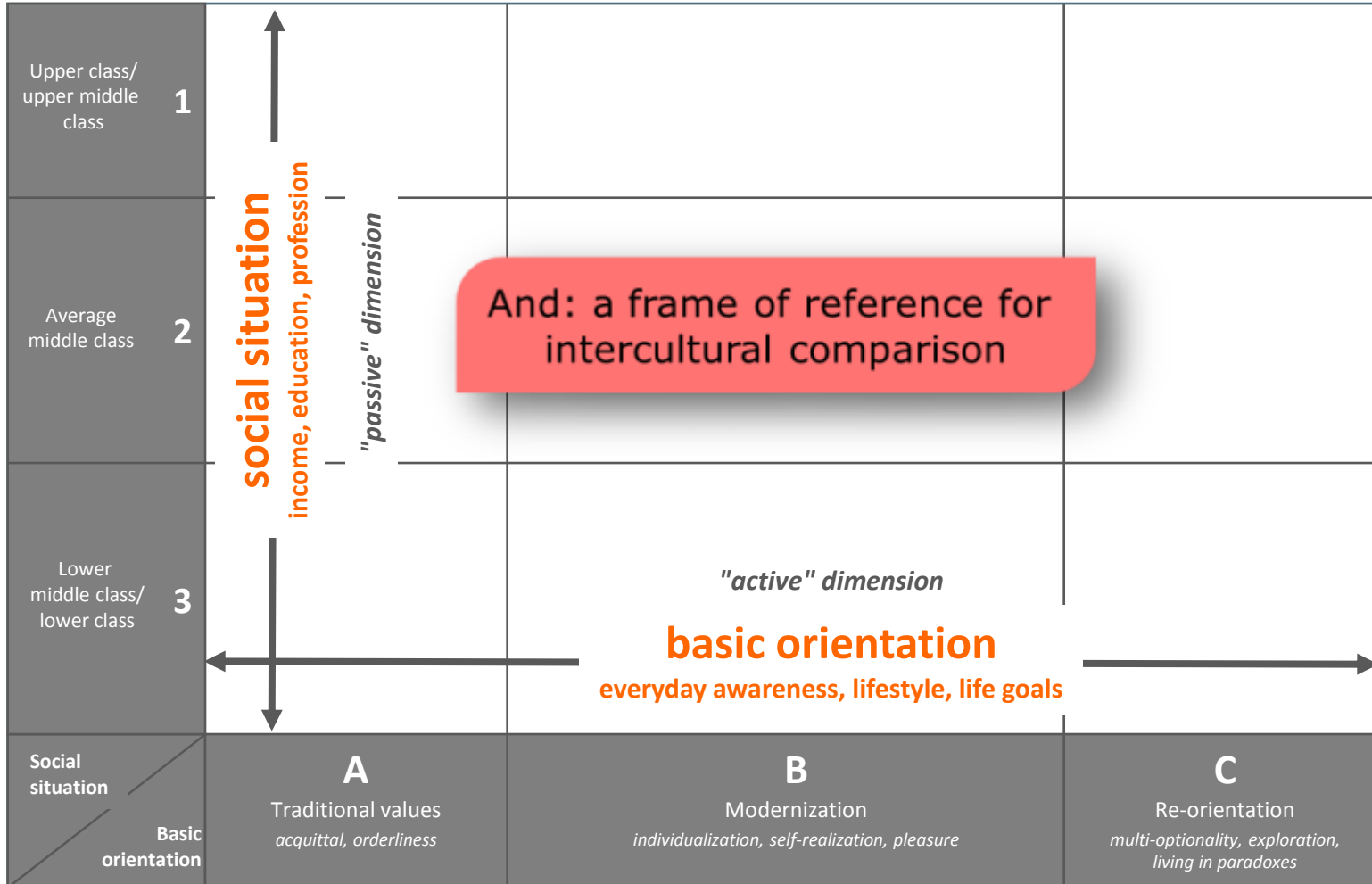
Example age: “biological age” has to be substituted by “social age”

■ International - a global approach with country specific findings

- This fact led to the identification of broad, multi-national everyday life segments – which we sum up as the **“Sinus-Meta-Milieus®”**.
- Used as target groups for realistic international marketing since they comprise more than the computer-generated, mostly statistical-artificial “Global Types” and reflect important cultural differences as well as existing common characteristics.

The positioning model

Two dimensions of social diversity



A world map where several regions are highlighted in orange, including North America, parts of Europe, Russia, China, India, Southeast Asia, and Australia. The rest of the world is shown in light gray.

Sinus Meta-Milieus[®]

**Customisation
all over the world**

The international Sinus-Meta-Milieus®

Strategic target groups solution for global markets and international brands

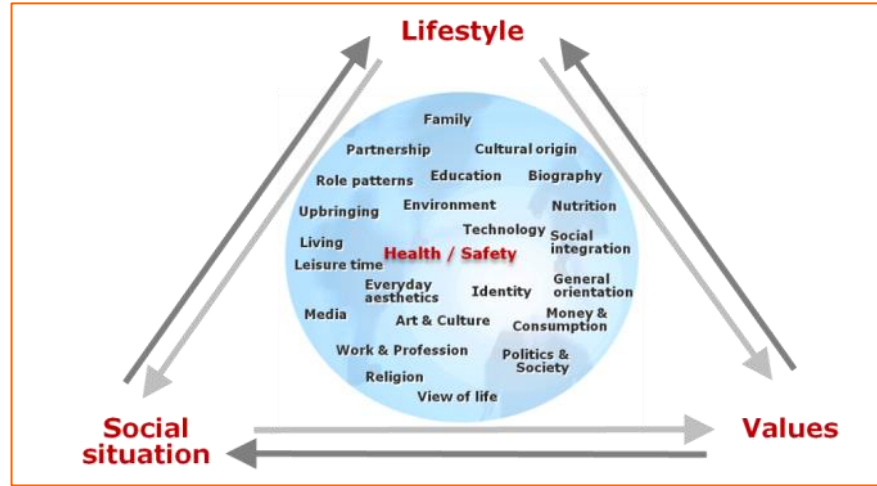
- The Sinus-Meta-Milieus® leverages the **well-established** Sinus-Milieus® know how on an **international** level to understand **multinational consumer needs** without ignoring local differences.
- An **uniform** target group solution allows **cross-national comparisons** for almost **all countries in the world** - **rapid and inexpensive**.
- The Sinus-Meta-Milieus® can be adapted and used as base for **specific tailored client-/market solutions**. Data-integration into existing customer segmentations is possible.
- **Worldwide** expertise in various economic areas – e.g. **EU, APAC, NAFTA or LATAM**.
- The update 2013 respects the sociocultural changes affected by **digitalisation and globalisation**.
- Combine this strategic target group know how with our approved methods for **brand positioning** or **customer satisfaction** and **loyalty measurement** – The SINUS Profiler-Suite.

"Groups of like-minded" for established and emerging markets

The Sinus-Milieus® group people ...

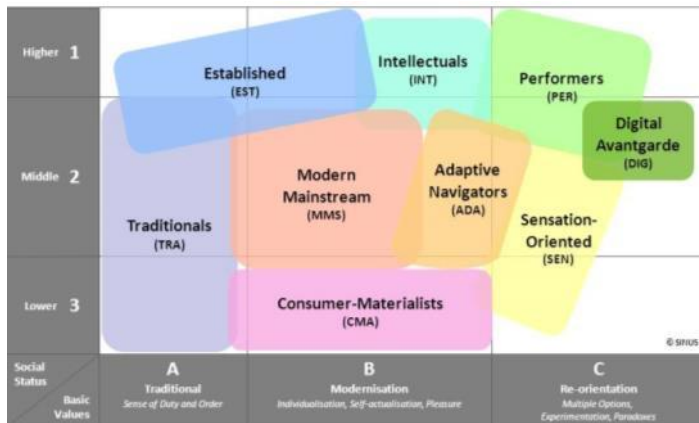
who are similar in their

- lifestyle
- social situation
- everyday values

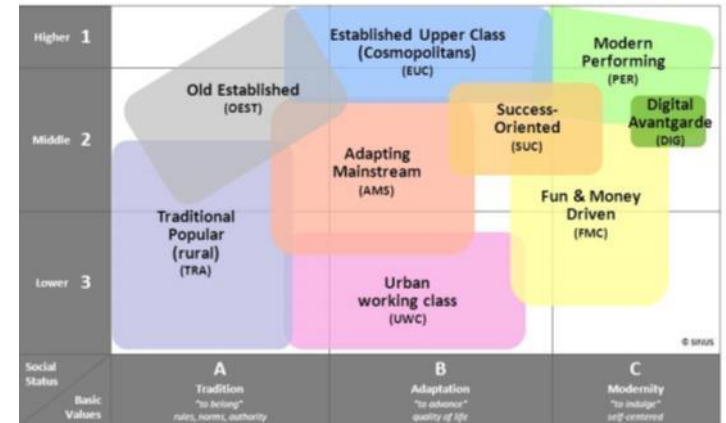


with the focus on local/national everyday life culture

Established markets



Emerging markets



Short Description of the Sinus-Meta-Milieus®

Established Markets		Emerging Markets	
Established	Performance and leadership, status-conscious, exclusive tastes, connoisseurship; distinction & self-assertion; conservative moralities and role patterns	Old Established	Patriarchic, claim of power, status and leadership, family- and clan-thinking; sense of duty and order; social prestige, ethics of responsibility
Intellectuals	Open-minded; liberal and pluralistic; searching for self-actualization & personal development; post-material goals; cultural and intellectual interests; authentic; academic; work-life-balance	Established Upper Class (Cosmopolitans)	Sophisticated, status-orientation, strategic life-planning; indulgence & work-life-balance, education & qualification, liberal & tolerant, social & ecological responsibility
Performers	Self-determination; flexible and socially mobile; looking for an intensive life, which means having success and fun; work hard – live exclusive; good qualifications and readiness to perform; multimedia fascination	Modern Performing	New economic elite, entrepreneurial, performance & efficiency, self-determination; semi-global thinking, superiority & distinction, willingness to perform
Digital Avantgarde	Non-conformist, creative & individualistic; self-realization, freedom & independence, no fixed dogma; mobile socializers, global, pluralistic, “scene” cosmopolitan, digital sovereign	Digital Avantgarde	Young & wealthy, digital global, mobile socializers, global-western attitude; creative & individualistic, self-realization; freedom & independence
Adaptive Navigators	Loyal & reliable; flexibility & security-driven, achievement-oriented, pragmatic and adaptive, good organized; want to be on the safe side; regrouping; family & friends	Success-Oriented	Willingness to perform, social climber mentality, flexibility- and security-driven, balance of work and family-friends; sense of tradition and order
Modern Mainstream	Looking for harmony & private happiness, family-relatives-friends, comfort and pleasure; striving for social integration and material security, defensive towards changes in society	Adapting Mainstream	Conservative-materialistic, status-oriented, order and harmony; balance of modern and religious life, social rules & moralities; feel pressure to keep up
Traditionals	Security and status-quo oriented, rather rigidly sticking to traditional values (e.g. sacrifice, duty, order); modest & honest, down to earth, „we little people“, health-caring	Traditional Popular (rural)	Strong community and family ties; religion and belief (spirituality); ritualized everyday-life, obedience and modesty; afraid of losing traditions, rules and values
Consumer-Materialists	Materialistic and consumer hedonistic; striving to keep up, but often socially disadvantaged and uprooted, sometimes precarious; reactive basic orientation, fear and resentments; narrow-minded, solidarity, protection, robustness & toughness	Urban Working Class	Socially deprived, uprooted, fear & resentments; overcharged by modernisation, striving for basic needs; short term consumer orientation, materialism; solidarity within own network
Sensation-Oriented	Looking for fun, thrill & action and entertainment; rather unconventional and rebellious; living for today, here and now; tendency to escape reality; independence, spontaneity, trendy	Fun & Money Driven	Spontaneity, fun, thrill & action; trend-adopting and imitation of Western lifestyles; carefreeness, independence; try to keep up with trends & brands; conflict with traditional values and religion

Working with the Sinus-Meta-Milieus®:

MARKET

Find and understand your Target Groups

Identifying **common values, needs and attitudes** in the **Market**

Sinus-Meta-Milieus®:



PROJECT

Developing Tailored Client Solutions



- Customer Potential
- Product usage and needs
- Value Matrix
- Customer Journey - Retail Touch points
- Communication- & Mediaplaning
- Sponsoring
- Brand Positioning – Brand Strength
- Category Drivers vs. Brand Drivers
- Customer Loyalty – Churn

Worldwide expertise since 1997 with
over 300 international studies in more than 30 markets



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