



SPECIFICATION

SEARCH

SCANNING

BUILDING TARGET GROUPS / TARGET GROUP ANALYSIS

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An essential for a reasonable advertising campaign.

Socio-demographic target groups

Example: Men aged 20-59 with a net household income of €3,000+.

Socio-demographic characteristics often form the basis of an initial market segmentation and target group definition of advertising companies. In practice, combinations of different socio-demographic criteria such as age, gender and education are mostly used, as each characteristic is hardly meaningful enough in itself to analyze the purchasing behavior of consumers in more detail. However, when doing a media planning based on purely socio-demographic characteristics, it is important to keep in mind that people are always disregarded who do not meet certain specifications, but who do have an interest in buying a product.

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Psychographic target groups

Example: "I prefer to buy natural products, even if I have to pay a higher price for these".

Psychographic target groups might be the most complex target groups.

The definition is based on characteristics such as attitudes and values with the resulting consumer behavior, preferences, status awareness, the type of communication and aesthetic perception.

Using demographic information only doesn't help to understand a person's challenges in everyday life. With these characteristics you have a real person in front of you who could be given a name. It is usually much easier to see things from this person's perspective, than from a data set.

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Typologies

Example: SINUS-Milieus

For more than three decades, the Sinus Institute has been dealing with (amongst other things) determining target groups by means of “lifeworld analysis”, in which people are divided into certain "type groups" according to a similar view of life and way of life. Both value orientation and everyday attitudes are taken into account, which can vary greatly due to different preferences and habits, among other things. Target groups formed in this way can often offer marketing better decision-making aids than purely socio-demographic target groups, so it sometimes makes sense to target an advertising message to certain "types", such as decision-makers, business-minded people or people with an affinity for brands.

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Consumer target groups

E.g.: "intensive user of coffee" or "TV set in HH that is older than 5 years".

With a pure focus on socio-demographic target groups, a considerable number of people are often neglected who do not fulfill the given criteria such as age and gender, but who do have an interest in buying the product in question. Consequently, valuable contacts can be lost here in media planning because the intersection of the defined target group with the actual consumers is often comparatively small, while the wastage is very high. Consumer target groups, on the other hand, can offer a precisely targeted size with additional sales potential. Our media service will be happy to support you in finding your target group.