

Leverage the power of viral marketing



Understand how personal recommendations can complement the impact of mass media messages

Target those best placed to promote specific products and interests

Choose the right type of Word of Mouth influencer for a given campaign

About TGI Word of Mouth

TGI Word of Mouth groups consumers by their claimed expertise, communication reach and influence on a particular product or subject. It comprises three strands:

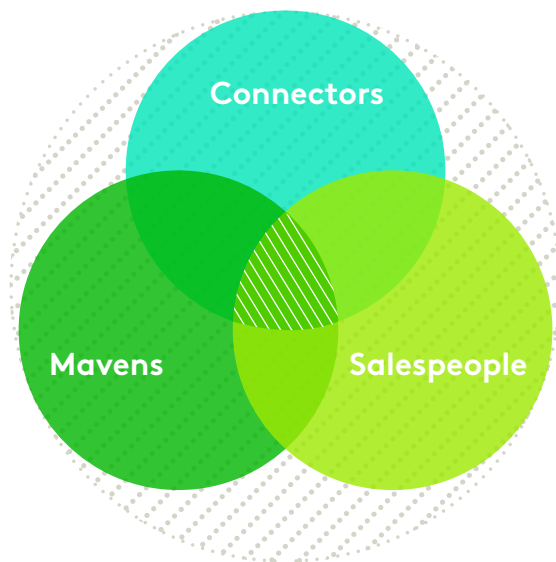
- **How many people consumers talk to** about a specific product or interest area
- **How much information** they can provide others about it
- **How likely they feel they are able to convince others** with their views on it

Each of these strands relates to a list of products/services and areas of interest that are likely to be discussed with friends and family on a day-to-day basis.

Key categories covered by word of mouth

Products and Services	Areas of Interest
Household products	Music
Alcoholic drinks	Sport
Toiletries and cosmetics	Films
Financial services	Computer and console gaming
Cars	Public affairs/politics
TV/audio visual equipment	Jobs and careers
Mobile phones/smartphones	Books & reading
Mobile phones and apps	Theatre/exhibitions/dance etc
Computers/laptops and tablets	Holidays and travel
Apps for smartphones and tablets	Food and dining
Home appliances	Healthy living
Clothes and accessories	DIY
Children's products	Gardening
Pharmaceutical and chemist products	

Word of mouth segments



Consumers are subsequently segmented according to the kind of Word of Mouth strengths they have in each market. These segments are:

■ **Connectors:**

Those who promote messages to the widest audience

■ **Mavens:**

Those who carry influence through their knowledge

■ **Salespeople:**

Those who carry the power of persuasion

■ **Champions:**

Those who are a Connector AND a Maven AND a Salesperson

■ **Influencers:**

Those who are a Connector, OR a Maven, OR a Salesperson, but not a Champion

□ **Receivers:**

All adults who are not Champions or Influencers

