

Title TBD



REAL
Coca-Cola
TASTE
AND ZERO
CALORIES

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Great Taste Has Its Benefits

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Share great taste with friends and family.



You Are What You Buy . . . But Not Everyone Understands That Yet

Model	AKA	Used by	Real Consumer
You are what you earn 	Demographics/ social class	Mass market media buyers	I spend very differently from my “peer.”
You are where you live 	Geodemo- graphics	“Targeted” marketing industry	I can’t eat at Jane’s house: no organics!
You are what you say you are 	Lifestyle questionnaires	Many CPGs and research firms	I try to tell the truth . . . as best I recall it.
You are what you do	Behavior-based targeting	Some leading retailers and CPGs	OK ... now you’ve got me!

To deliver on this, we look at billions of transactions from 200 million households worldwide . . . something no one else can do.

Each Consumer's DNA Is Different

- Each dimension describes a particular element of a customer's needs and wants.
- Each customer has a different degree of involvement with each of these dimensions—which we capture with a dimension score.



Dimension examples: High price, Low price, Asian, Baby, Big Box, Bulk, Canned, Cat, Dog, Diet, Elderly, Ethnic, Fresh, Frozen, Gourmet, Healthy, Hispanic, Home Baking, Home Cooking, Kosher, Low Carb, Meat, No time, Organic, Snacking

When You Understand What Your Shopper Is Doing and Why, It Is Much Easier to Connect

This is a friend I know; she is . . .

- a busy young lady
- looks after her health
- loves fresh produce
- shops on Saturday mornings
- reads *People* magazine
- has a cat
- doesn't particularly care about price
- but does look out for promotions
- pays by credit card
- only occasionally uses self-scanning



I know 50m+ people in the US as well as I know her.

Conclusion

- Segmentation is a popular technique in marketing analytics.
- It is a combination of the science and art of marketing.
- The value of segmentation depends on the criteria or questions as well as the technique.
- Success of segmentation depends on whether the segments are
 - identifiable, sustainable, accessible, actionable, and responsive

