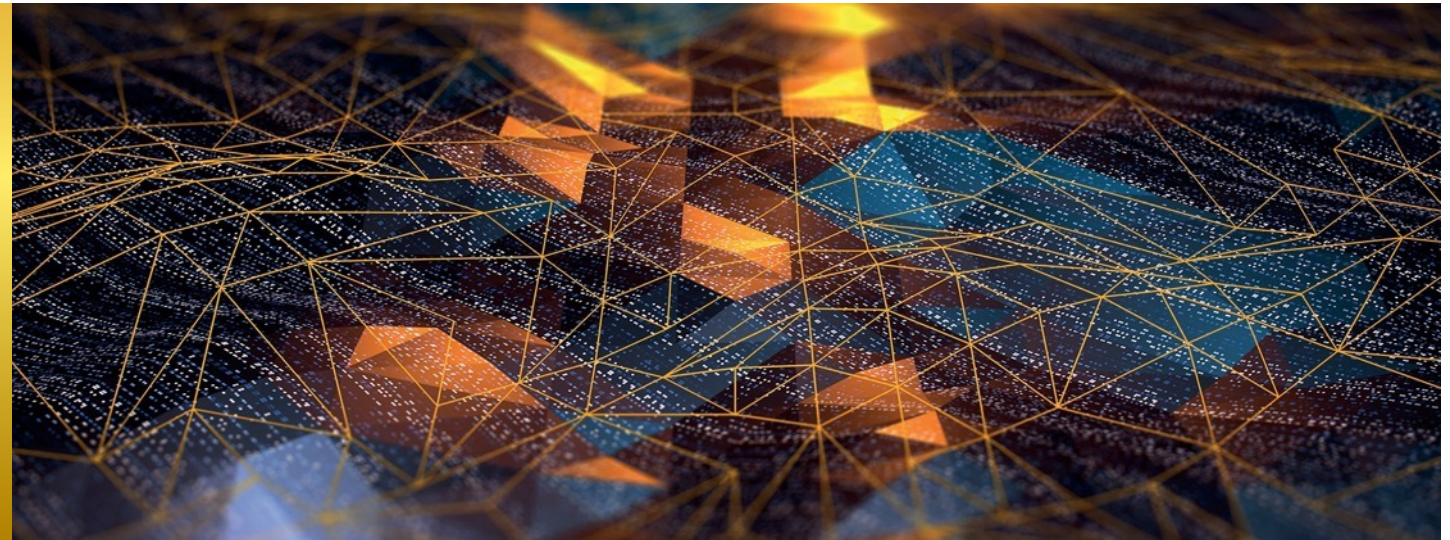


Customer Segmentation

MindBase



Age alone does not provide insight as to how consumers choose to fulfill the choices and necessities of their life-stage. Generation does.

Generational mindsets, cured by the formative events experienced while the generation came of age, have shaped consumer values and exhibit staying power throughout their lifetime.

And while core values are reflected throughout each generation, they are not monolithic.

MindBase is a generational attitudinal segmentation tool used to identify unique consumer segments and the attitudes and values that bind them as a generation but set them apart as individual cohorts. Built from U.S. MONITOR data and projected on to a national marketing database of 240 million U.S. adults, MindBase connects human centric insights to your customer database for immediate activation on your CRM system as well as online and offline platforms.

MindBase is a portfolio of

12

unique consumer segments

Spanning

5

generations

Projected on to a national marketing database of

240

million U.S. adults

KANTAR

How MindBase can help you achieve growth



An executable segmentation

Immediately integrate into your CRM strategies and tactical execution.



Precision geo-targeting

Map and analyze MindBase on your market geographies to understand market performance or explore new growth regions.



Digital & offline audiences

Push digital or direct mail campaigns to audiences with the same attitudinal make-up of your best customer for more precise targeting.



Rich consumer profiling

Rich segment profiles detail the motivations, values, and preferences of each segment, to reveal the "why" beyond the "who" and the "what."



Database & website tagging

Append MindBase to your database. Tag your website with tracking cookies to help optimize your marketing and media strategies.



Enhanced segment insights

MindBase can be enhanced with MotiveMix or augmented with custom research for your specific brand, category or product.

MindBase Segmentation

MindBase®, the generational attitudinal segmentation built from the U.S. MONITOR, has been projected onto a marketing database of 240 million U.S. adults for immediate activation on your CRM system and online and offline platforms.

Gen Z Born After 1996 | 18+ Population: 13,310,735



100% Engaged Activists

Millennials Born 1979-1996 | Population: 67,442,963



19% New Traditionalists



34% Ambitious Realists



28% Trail Blazers



20% Omni Explorers

Want more information?

Colleen Sharp
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Head of MONITOR Analytics
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Gen X Born 1965-1978 | Population: 62,974,371



58% Pragmatic Pathfinders



42% Homefront Heroes

Boomers Born 1946-1964 | Population: 76,972,084



26% Full Throttles



55% Smooth Sailors



19% Compassionate Creatives

Matures Born Before 1946 | Population: 29,051,249



50% Tried and Trues



50% Golden Agers