

KANTAR

# MotiveMix<sup>®</sup>

Uncovering specific motivations driving today's consumer to help you shape a stronger, more successful relationship based on what matters most in their lives.



# CURRENT MOTIVEMIX PORTFOLIO

A portfolio of 15 attitudinal dimensions, each of which scores High/Medium/Low propensity for these mindsets



## FAMILY ORIENTATION

Prioritizing family needs and identifying oneself via one's family unit



## HEALTH COMMITMENT

Proactively pursuing a healthy lifestyle and seeking brands that enable wellbeing as a priority



## ENVIRONMENTALISM

Prioritizing market engagement to reflect an environmentally responsible lifestyle



## RELIGIOSITY

Turning to faith and religion to guide decisions in one's life



## NOVELTY ASPIRATIONS

Seeking new experiences and spontaneity



## INFLUENCE

Being an early adopter and spreading the word about one's discoveries particularly through social media



## FINANCIAL OPTIMISM

Feeling financially secure and in control of one's financial future



## TECH DISPOSITION

Wanting sophisticated digital solutions and finding new technology easy and intuitive to use



## CONTINUOUS LEARNING

Seeking out opportunities to learn new skills or advance personal growth



## CULTURAL EXPLORATION

Seeking out different cultural experiences and acknowledging the influence of other cultures on one's lifestyle choices



## NATURAL PREFERENCES

Seeking to avoid products with artificial or processed components as a way of reducing risks



## APPEARANCE ASPIRATIONS

Internalizing one's outer appearance as a primary part of one's identity and seeking style-driven products when shopping



## CULTURAL CONNECTION

Wanting to celebrate and express one's cultural heritage/background



## SOCIAL CONSCIOUSNESS

Wanting to engage in one's community and make an impact



## SUCCESS ASPIRATIONS

Striving for the pursuit of excellence and working hard to come out on top in all you do

## WANT MORE INFORMATION?

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