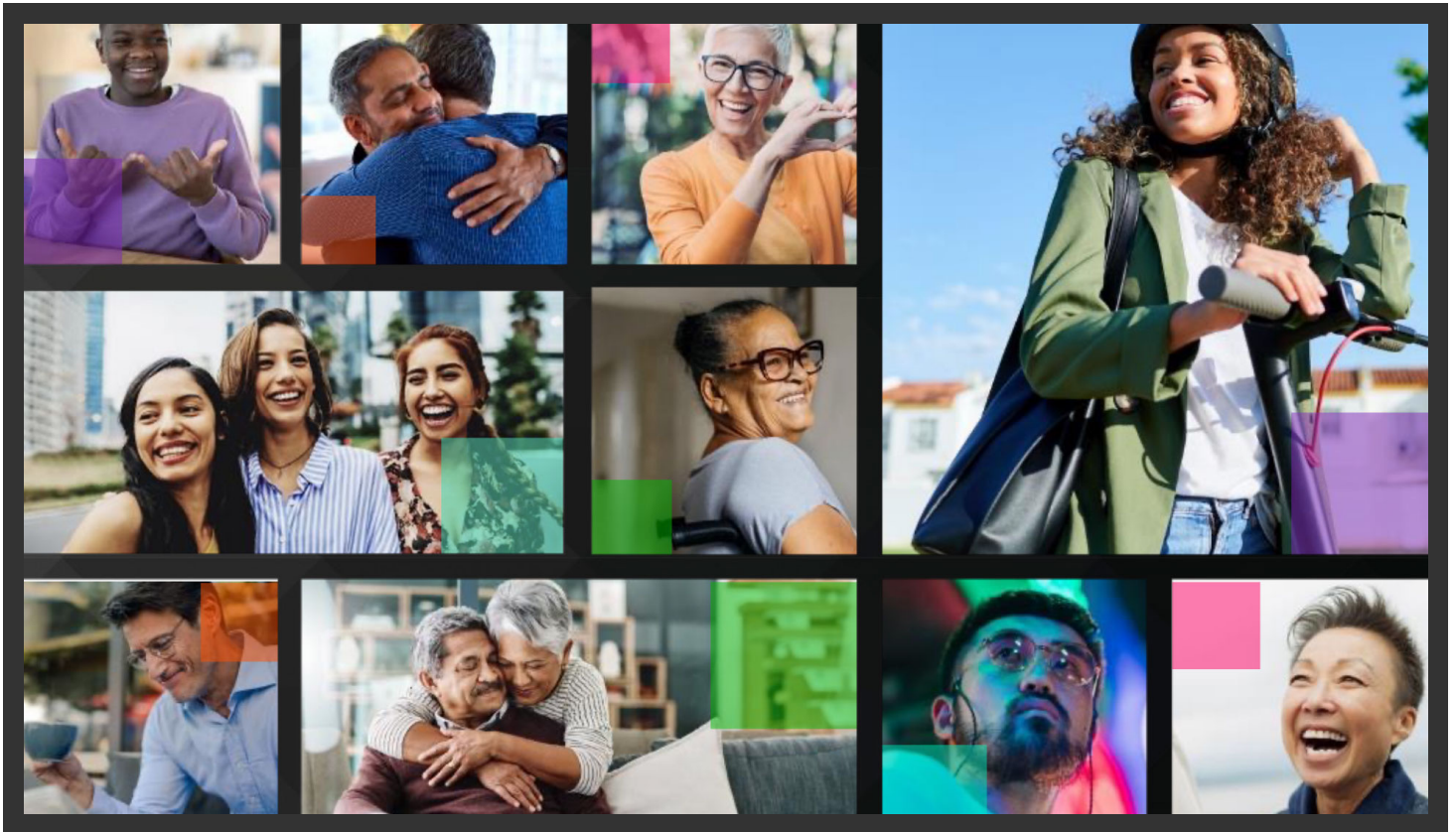# KANTAR

Customer Segmentation

MindBase™

Age alone does not provide insight as to how consumers choose to fulfill the choices and necessities of their lifestage. 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.

Enter MindBase. 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 270 million U.S. adults, MindBase connects human centric insights to your customer database for immediate activation on your CRM system as well as on-line and offline platforms.

MindBase is a portfolio of

12

unique consumer segments

Spanning

5

generations

Projected on to a national marketing database of

270

million U.S. adults

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

A segmentation with 12 consumer segments, clustered together by generational commonalities, each with their own unique values and attitudes.

For More Information, Contact:

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Gen Z
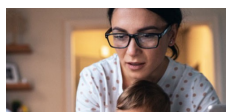Born After 1996 | 18+ Population: 11,944,518

100%
Engaged Activists

Millennials
Born 1979-1996 | Population: 64,063,435

20%
New Traditionalists

37%
Ambitious Realists

25%
Trail Blazers

18%
Omni Explorers

Gen X
Born 1965-1978 | Population: 58,186,896

58%
Pragmatic Pathfinders
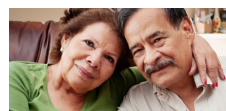
42%
Homefront Heroes

Boomers
Born 1946-1964 | Population: 71,421,094

22%
Full Throttles

59%
Smooth Sailors

20%
Compassionate Creatives

Matures
Born Before 1946 | Population: 26,407,214

47%
Tried and Trues

53%
Golden Agers

KANTAR