



Customer Segmentation

# WellBEINGS



// well·be·ing

/ˈwel ˈbeɪŋg/

noun

the state of being comfortable, healthy or happy

OXFORD ENGLISH DICTIONARY

Consumers are expanding the definition of wellbeing beyond just health and wellness. Kantar's WellBEINGS solution can quickly segment your population by wellbeing persona using a combination of attitudes and behaviors in our wellbeing framework:



## Physical

health, nutrition, diet, exercise, and health conditions



## Social / Emotional

mental health, stress management, and family / community connections



## Financial

fiscal discipline, financial confidence, and retirement preparedness

WellBEINGS is a Framework of

6

unique consumer segments

Encompassing attitudes and behaviors around

Physical  
Social/Emotional  
Financial  
Wellbeing

Projected on to a national marketing database of

270

million U.S. adults

Built from the U.S. MONITOR data and projected on to a national marketing database of 270 million U.S. adults, WellBEINGS segment assignments can be connected to your populations of interest, bringing a holistic perspective of wellbeing to your customer/prospect database or geographic market for immediate activation on your CRM system as well as on-line and offline platforms.

# How WellBEINGS can help you achieve growth no matter what industry you are in



## An executable segmentation

More than just a pretty book of insights, WellBEINGS can be quickly integrated into your database, your campaigns and your organization to create an effective consumer-centric enterprise-wide tool.



## Precision geo-targeting

Map and analyze WellBEINGS onto market geographies or retail footprints at a state, city, county or zip level to understand market performance or explore new growth regions.



## Digital & offline audiences

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



## Rich consumer profiling

Standard profiles of each WellBEINGS segment provide deep insights about the motivations, values, preferences and drivers of each segment, when it comes to their **Physical, Social/Emotional, and Financial** wellbeing.



## Database & website tagging

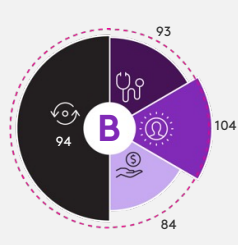
Append WellBEINGS to your database. Tag your website with tracking cookies and analyze traffic at a page level by WellBEINGS segments to help optimize your marketing and media strategies.



## Enhanced segment insights

WellBEINGS can be enhanced with MotiveMix for even more precise targeting and messaging, augmented with custom research and customized to your specific brand, category or product.

## Meet the WellBEINGS Segments

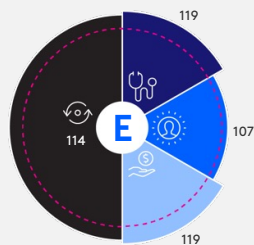


### BEST INTENTIONS

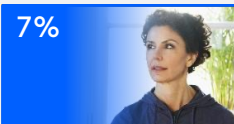


**POSITIVE – ALTRUISTIC – OPTIMISTIC – HARDWORKING**

"I find purpose in helping others and the broader world but could use advice and products to help me better manage my own health and finances."

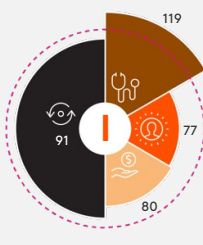


### ENGAGED EXCEL-ERATORS

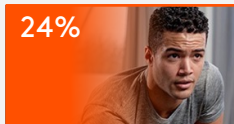


**HOLISTIC – PROACTIVE – BALANCED – PROTECTIVE**

"I'm disciplined in all areas of life. Holistic health is my mantra as I seek balance across all aspects of my wellbeing, and I'm happy to invest in myself."

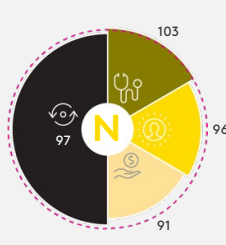


### IMPATIENT INVINCIBLES

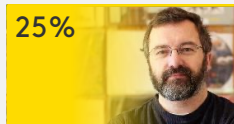


**OPTIMISTIC – AMBITIOUS – EXPERIMENTAL – PRESENT-MINDED**

"I set a high bar for myself and push to excel at all times. I'm on track with my physical health but I stress about being able to achieve the goals I've set for my finances and relationships."

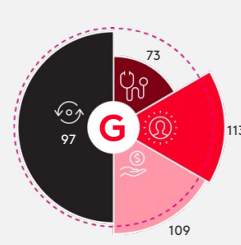


### NONALIGNED INVESTIGATORS



**DIY'ER – SKEPTICAL – SELF-RELIANT – ENTERPRISING**

"I trust myself to get through life and I have concerns about ensuring a secure retirement down the road. I'm in the driver's seat so don't tell me what to do - give me the keys and I'll take it from here."

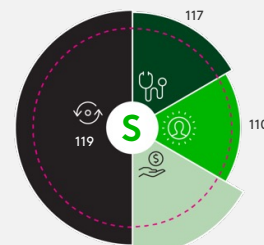


### GENIAL GLIDERS



**CONTENT – RISK-AVERSE – COMPLACENT – HEALTH BLINDERS**

"I've worked hard to get where I am today! But my indifference towards my health has started to catch up with me. I'm worried my health challenges may hamper the happy retirement I've been counting on."



### SAVVY STANDOUTS



**AFFLUENT – RESPONSIBLE – BIG SPENDER – GENEROUS**

"My focus on my finances has paved the way for a lifestyle where I can truly relish in what I've accomplished. I'm willing to splurge - on myself, my health and others. It's nice to be able to share my good fortune."

For More  
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**KANTAR**