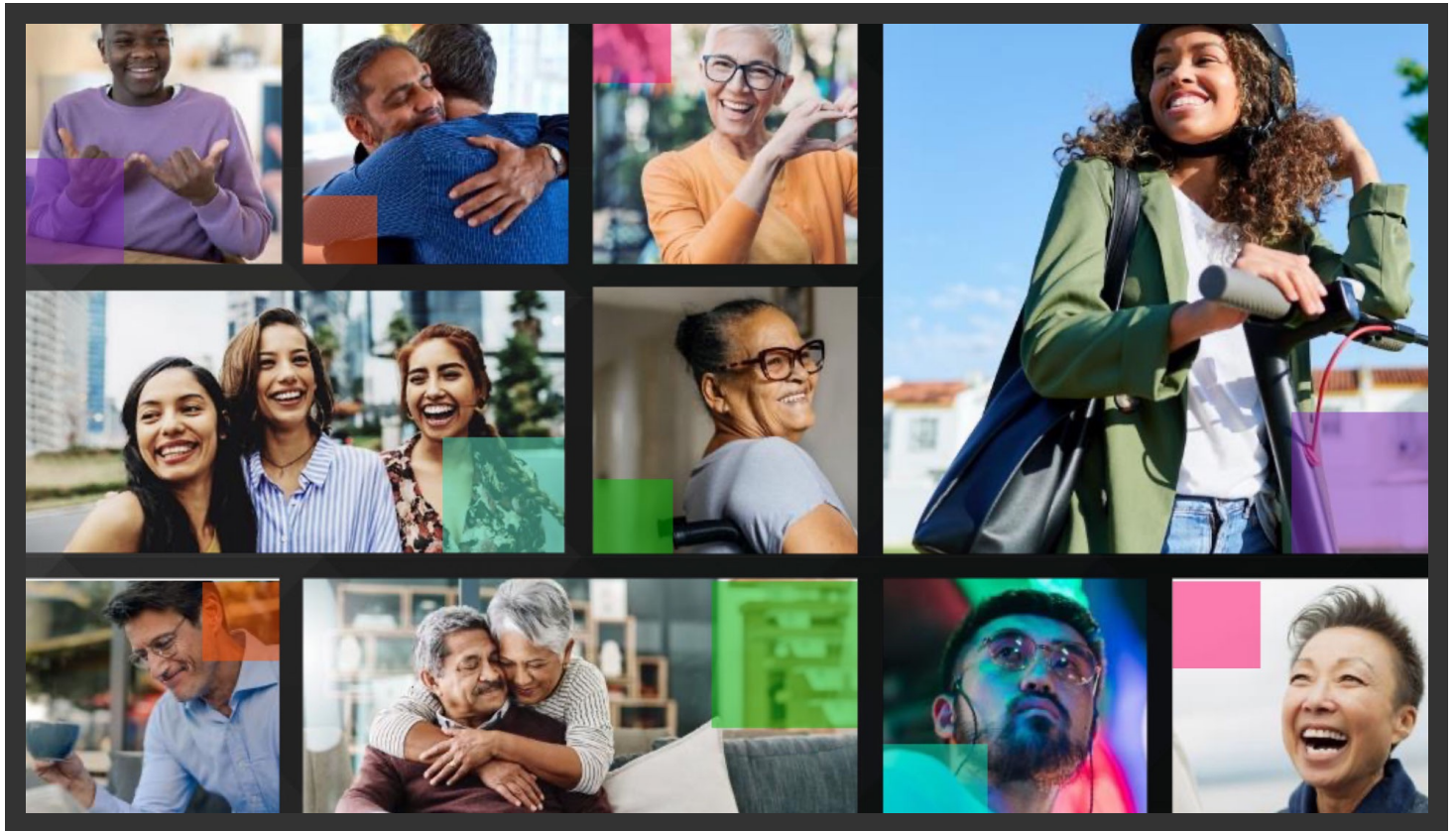




Customer Segmentation

MindBaseTM



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 240 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

11

unique consumer segments

Spanning

4

generations

Projected on to a national marketing database of

240

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 11 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

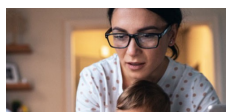
Millennials

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

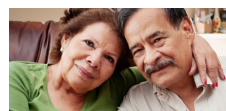
Boomers

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