

KANTAR

MotiveMixTM

Portfolio

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

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

Data Source: U.S. MONITOR 2021

Built from U.S. MONITOR consumer attitudinal research to uncover the human insights of your brand.

Scored on the entire adult U.S. population (270MM+) so you can create more precise targets and relevant messages offline and online.

Connect MotiveMix to your preferred populations and platforms to activate insights at the *hyper market* level.

Digital Activation with 160MM targetable individuals using Wunderman Thompson's AmeriLINK Activate DMP

U.S. MONITOR database Integration delivering rich lifestyle insights and trending

Data Appends and Integration Linking Client CRM Databases, Brand Trackers and other research

270 Million Scored Prospect Names on Wunderman Thompson's U.S. Compiled File AmeriLINK

Tagging of Client Website Visitors using Wunderman Identity Network

On-the-fly segmentations using MONITOR and/or client and/or 3rd party data

Geo-targeting of U.S. markets (down to zip code) for market profiling/sizing

MotiveMix

Current MotiveMix™ Portfolio

A portfolio of 15 attitudinal dimensions, each of which scores High/Medium/Low propensity for these mindsets. Data Source: U.S. MONITOR 2021



Appearance Aspirations

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



Continuous Learning

Seeking out opportunities to learn new skills or advance personal growth



Cultural Connection

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



Cultural Exploration

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



Environmentalism

Prioritizing market engagement to reflect an environmentally responsible lifestyle



Family Orientation

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



Financial Optimism

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



Health Commitment

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



Influence

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



Natural Preferences

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



Novelty Aspirations

Seeking new experiences and spontaneity



Religiosity

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



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



Tech Disposition

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

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