

# VITAL FINDINGS

## 12 Smart Ideas to Activate a Segmentation

Most segmentations struggle to gain traction in an organization because they stop after the quant is complete. Yet to truly activate a segmentation, you can't stop there.

The Vital Findings Gold Standard Segmentation Process is designed to:



Build a robust foundational **quantitative** segmentation



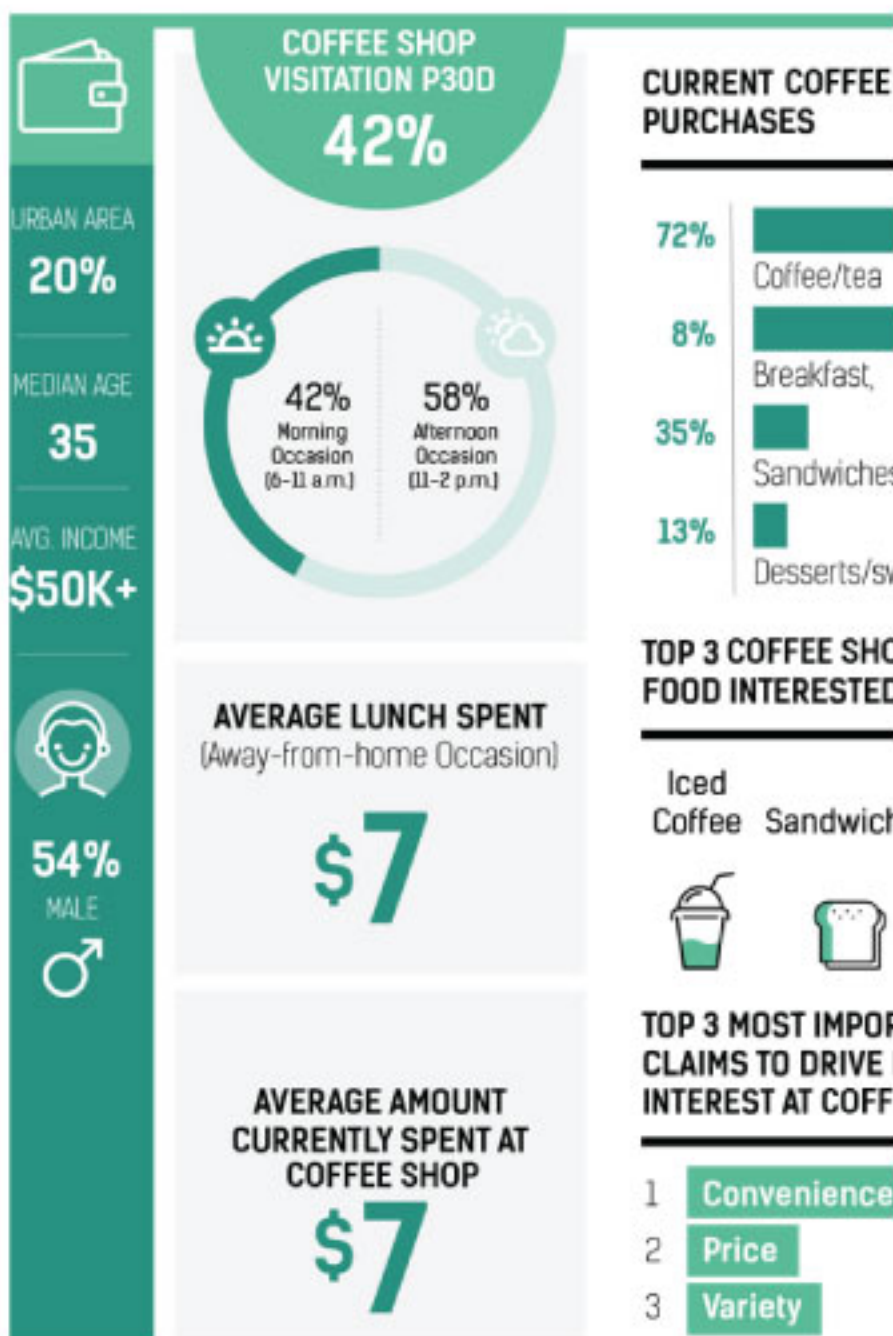
Use in-depth **qualitative** to bring segments to life and create personas



Develop custom, sustainable **activation** tools that inspire real action and live on beyond the report

WITH THESE 12 SMART IDEAS, WE SHOW YOU HOW.

### PHASE 1 Robust Quantitative Segmentation



- 1 **Start with hypothetical frameworks:** What are the key ends of the spectrum, e.g. early adopters vs. laggards, comfort vs. fashion, price vs. quality, etc.
- 2 **Focus sampling plan on non-rejecters:** Don't create throwaway segments by sampling too broadly. Ensure all segments can be actioned upon by sampling those who are open to, or likely to use, your product or service
- 3 **Have respondents take a stand:** Use binary statements to create stronger differentiation and reduce scale usage bias
- 4 **Cluster with your algorithm in mind:** Factor analysis is a terrific tool, but the best algorithms use fewer variables, and respondents may answer statements differently once they're removed from an attitudinal battery

### PHASE 2 Bring To Life with In-Depth Qualitative

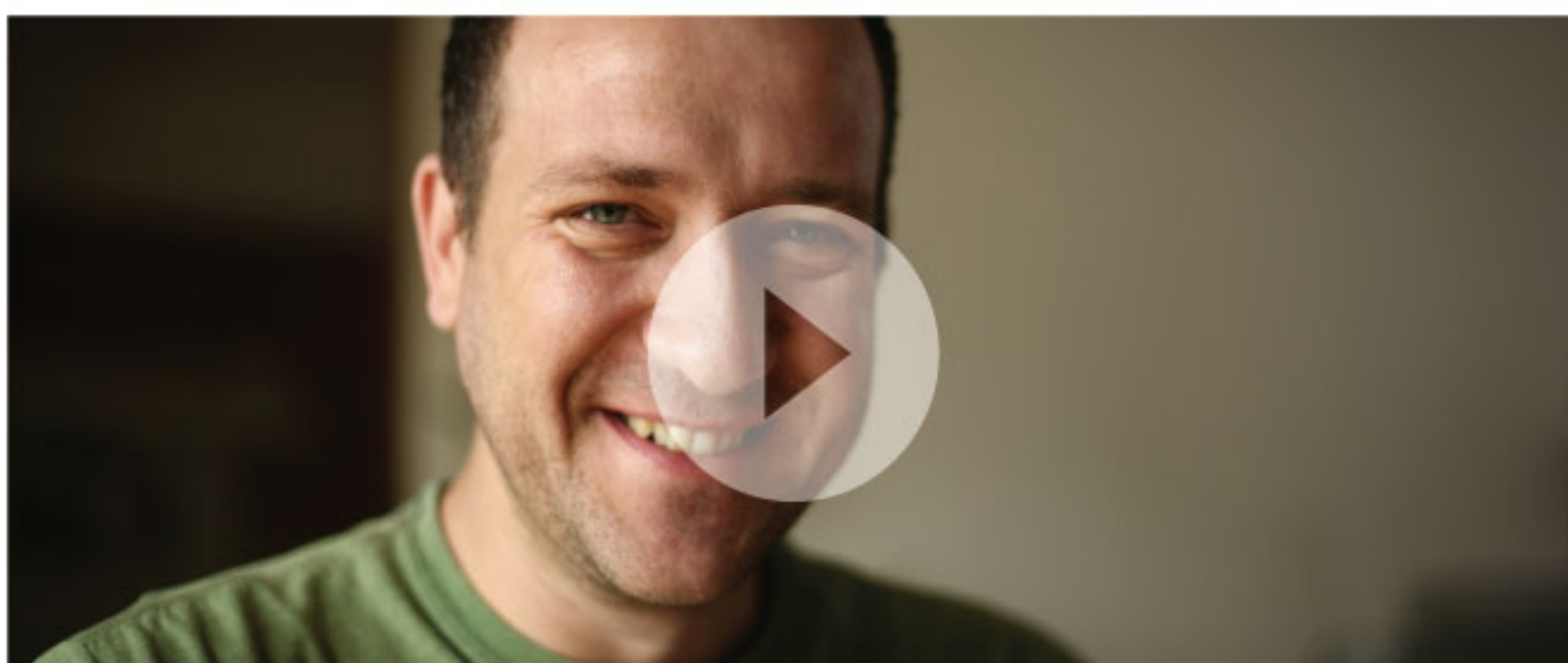


- 5 **Recruit the segment "center":** Go beyond the algorithm, recruiting for respondents who most strongly match the demographics and attitudes of the segment
- 6 **Dig deep into their "whys" behind the dimensions driving each segment:** The quant tells you which variables define the segment; now dig into why respondents think that way and what it means
- 7 **Use projective exercises:** Personal motto, role models, ideal vacation spot, their ideal experience with the category; try techniques like semiotics to reveal the visual language behind their values
- 8 **Document the environment:** Photograph the respondent in action, have them choose favorite objects/artifacts, document their environment and the things/people that matter most to them



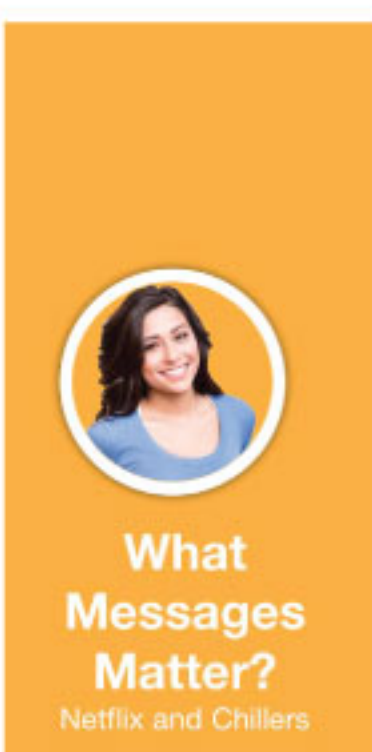
## PHASE 3 SUSTAINABLE, INSPIRATIONAL ACTIVATION

- 9** **Develop personas to bring the segments to life:** Choose a specific person (a respondent or stock photos inspired by them) to embody the segment, name them, and tell their story



- 10** **Create videos that put stakeholders in the mindset of the segments:** Focus on consumers talking about the key segmentation variables so stakeholders can quickly understand what makes each segment tick

- 11** **Activate the segmentation through workshops:** The top reason segmentations fall flat is because organizations don't know how to use them. Workshops allow stakeholders to learn by doing, creating strategies for reaching each segment



### Not Available to Stream Until (Insert Date)!

- Only segment to choose sVOD as their first-choice viewing preference
- However, digital rental is in close second

### Don't Wait...Rent Now Digitally!

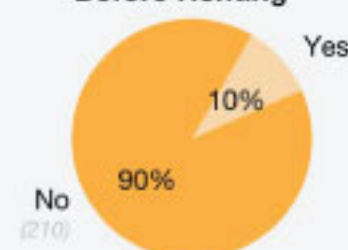
- Despite compulsion to stream sVOD, also very apt to use iVOD
- Rented last iVOD simply because they were looking for something to watch that night

### New Release!

- Rented last iVOD because it was listed among New Releases
- Don't pay attention to what's coming out each week – so they need to be told

Netflix and Chillers decide what to watch on the spot, and they typically choose movies they have not already seen.

### Saw Last iVOD Before Renting



As they generally choose between iVOD and sVOD, it is important to reach them with the message of exclusive availability on iVOD (i.e., not yet available to stream)

- 12** **Make a step-by-step playbook:** Make sure anyone in the organization knows how to use the segment data with a step-by-step guide. Be specific and direct (i.e., for this segment buy ads on "x", which say "y")

LEARN MORE ABOUT

# The Vital Findings Gold Standard Segmentation Process

## VITAL FINDINGS

Quantitative | Qualitative  
Advanced Analytics | Visual Storytelling

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