

# Segmenter™

*More efficient, effective approaches to understanding your market.*



## Why Segmenter™?

You face a risky marketplace:

- Competitive pressure
- High development costs
- Pressure to maximise ROI
- Demanding customers seeking tailored products and solutions

Segmentation minimises your risk by:

- Making you market savvy about your customers and their needs
- Providing a roadmap to reach these customers with targeted solutions

Radius Segmenter™ provides a roadmap that can help you fight your competitive threats; optimise your expenditures against development, marketing and communications; and, most importantly, coalesce your efforts to be customer-driven.

## How is Segmenter™ different?

In creating and branding our Segmenter™ product we had the goal to leverage all of our many segmentation experiences. Segmenter™ is not an academic and esoteric exercise. In the end we provide a roadmap of the processes for implementing, analysing and utilising the results. This should be one of the most powerful research tools you can use to help drive your business.

Segmenter™ is a collaborative effort involving you and your research team, as well as key stakeholders in critical phases throughout the process. This ensures that each phase of the research is closely aligned with your business model and objectives. The results are tailored to meet the needs of a particular research project. In addition, they can become a part of your ongoing business processes and strategies. »

### What does Segmenter™ deliver?

We develop segments based on identifying the key factors that drive category involvement and decision making.

To make your segmentation useful we:

- Illustrate the core reasons that people are in your category to begin with
- Highlight core needs and show their relationship to behaviours
- Prioritise the segments based on compatibility of their attitudes and lifestyles with the positioning your brand is attempting to achieve
- Guide development of positionings, products and strategies to reach targeted segments

### When should you conduct a Segmenter™ study?

This approach is viable for both new and existing brands when insight is needed to...

- Address competitive threats
- Optimise expenditures against development, marketing and communications
- Understand how to be more customer-driven

### Case study

#### How does an established player expand in the breakfast category?

A major international FMCG company wanted to structure and segment their hot and RTE cereal businesses. We provided a focused structure of the breakfast marketplace including how requirements are met/unmet. The category was segmented based on needs and occasions of consumption. The client realigned their entire business around the different types of consumers who seek different benefits at breakfast. This led to the innovation of new types of cereals, as well as breakfast bars and on-the-go breakfast meals. ●

