



# Segmentation as an engine for growth and regeneration

5 KEY EFFECTIVENESS PRINCIPLES







  
**Pentland**

A portfolio family of  
brands on a path towards  
greater consumer  
centricity







**ENDURA** 





To support this vision for growth we've deepened the cohesion between everyone involved in the project







Throughout the process, we've adhered to  
**5 key principles** to ensure our collective success



Engage with the  
right audience



Push for the  
Emotional Truths



Keep the numbers  
front  
& centre



Bring others on  
the journey



Future-proof your  
work





## Engage with the right audience

Authentic participation is critical - vet your participants, then vet them again

Build a robust, scenario based view of your market landscape - it's more diverse than you think





## Push for the Emotional Truths

Look beyond demographic and functional enquiry - emotion is the key to competitive advantage

Design ways to understand aspirations, values and sentiment - it's how you'll build real connections





## Keep the numbers front & centre

Be wary of overly attractive market sizing - apply a pragmatic approach to sizing the prize

Chase the right opportunities - it's a balance of commercial potential and your right to play





## Bring others on the journey

Focus on the relevance to individual teams - one size fits all static presentations don't work

Build advocates within the business - these are the people who demonstrate the belief required to encourage adoption





## Future-proof your work

Define *how* your segmentation will live on - define this at the start to avoid the dusty doc curse

Design creative resources to make people live and breathe the work - weave your segments into your business DNA





But don't just take  
our word for it...









Are we  
ready for  
the  
*future?*





# Thank you

