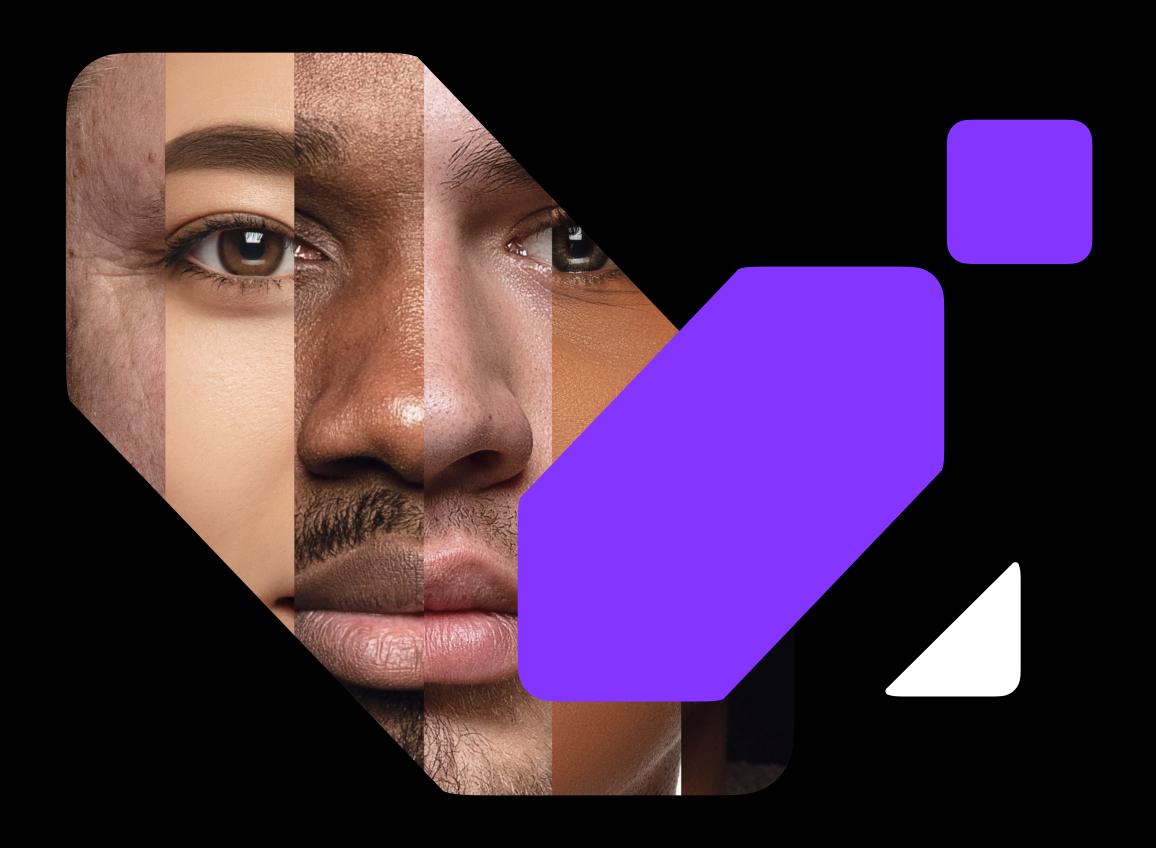






Segmentation as an engine for growth and regeneration

5 KEY EFFECTIVENESS PRINCIPLES







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





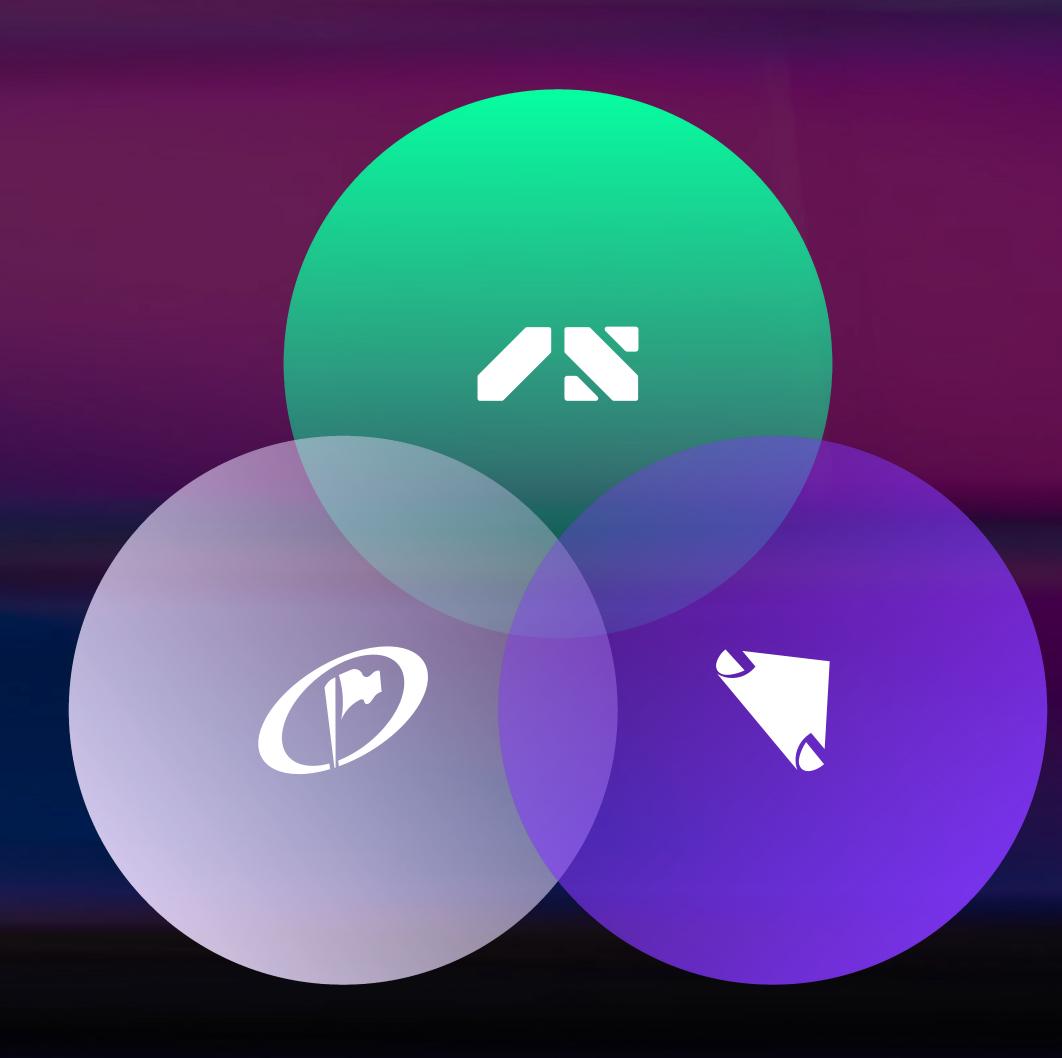












To support this vision for growth we've deepened the cohesion between everyone involved in the project



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



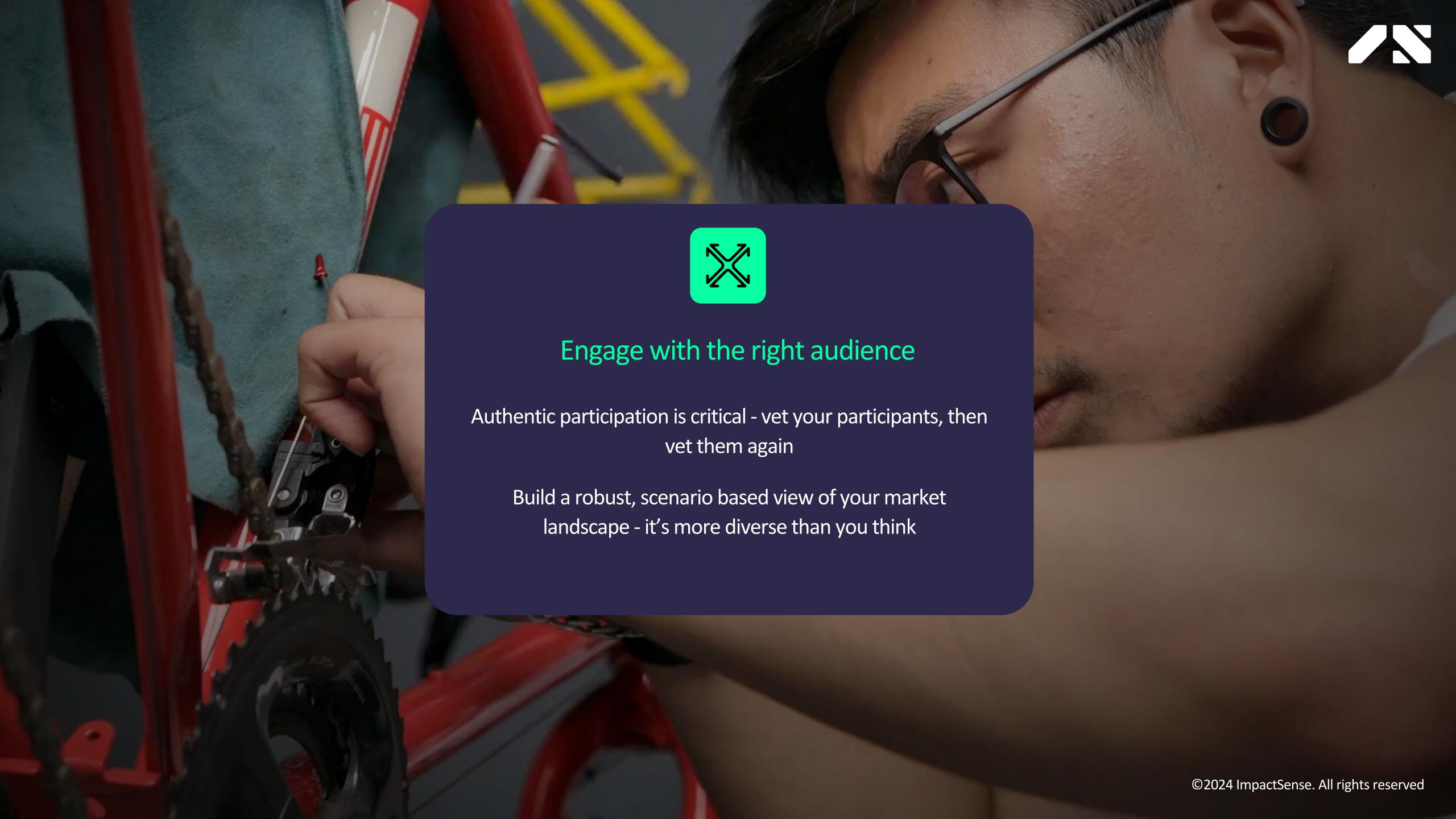
Keep the numbers front & centre



Bring others on the journey



Future-proof your work



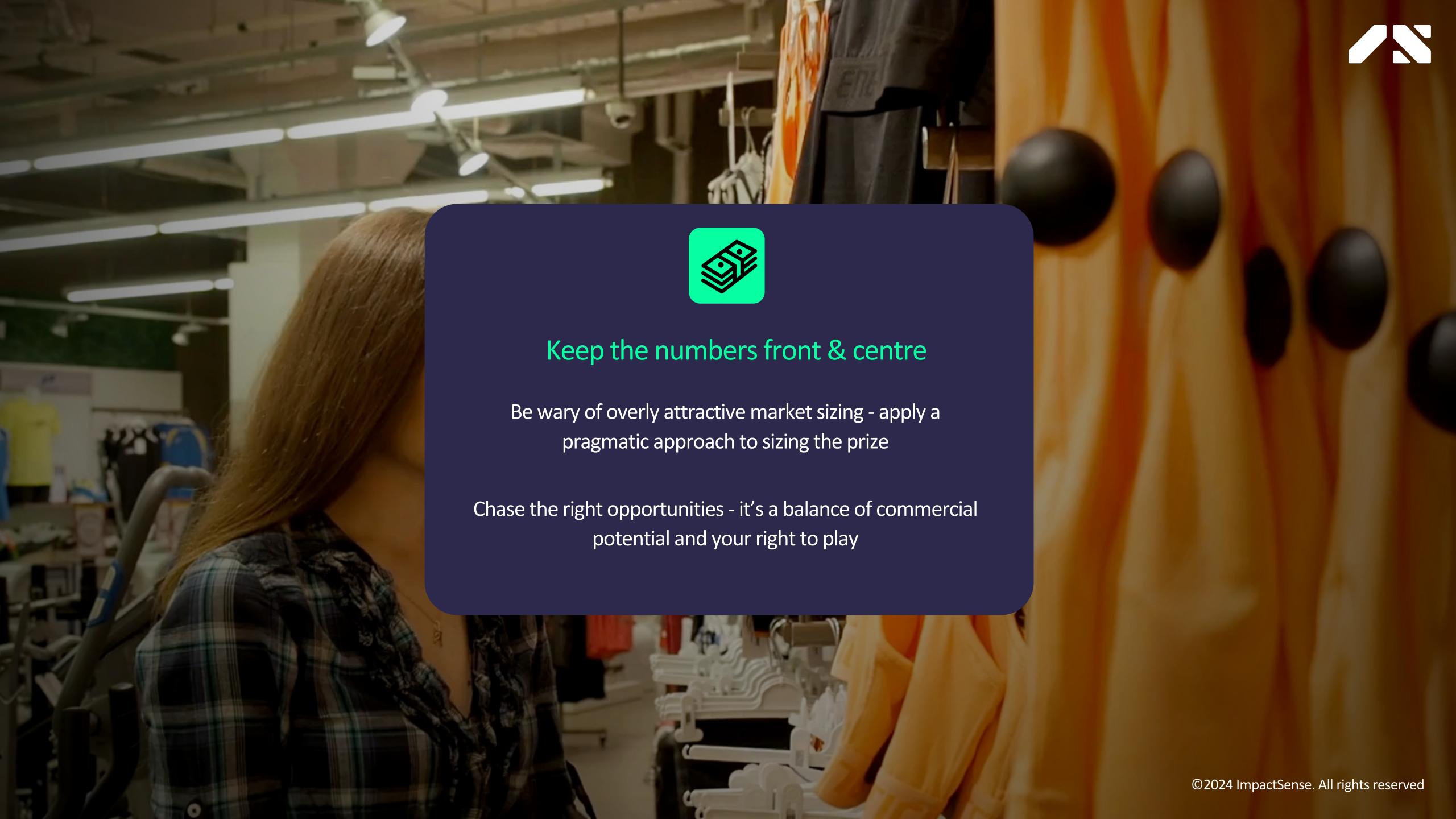


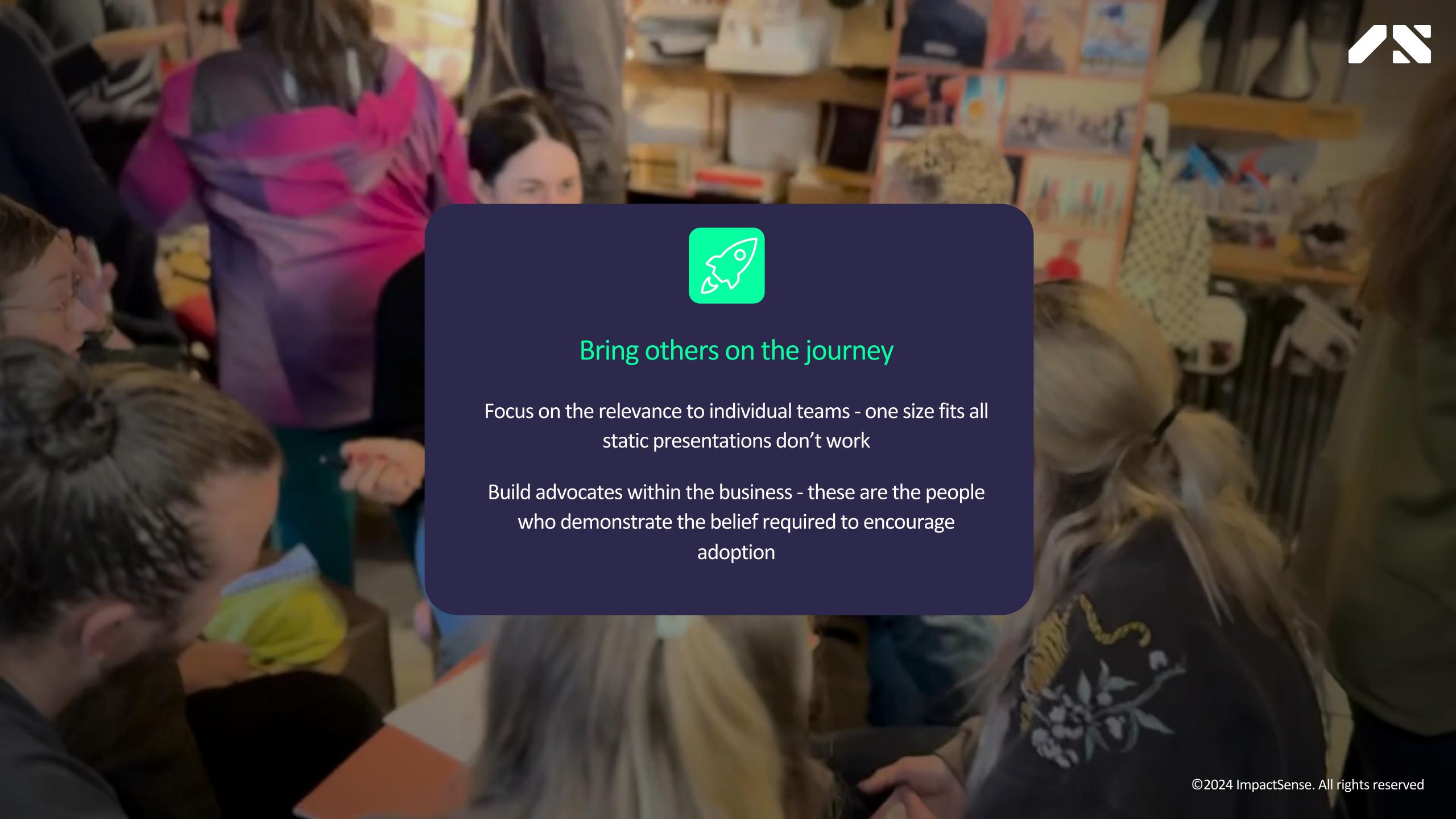


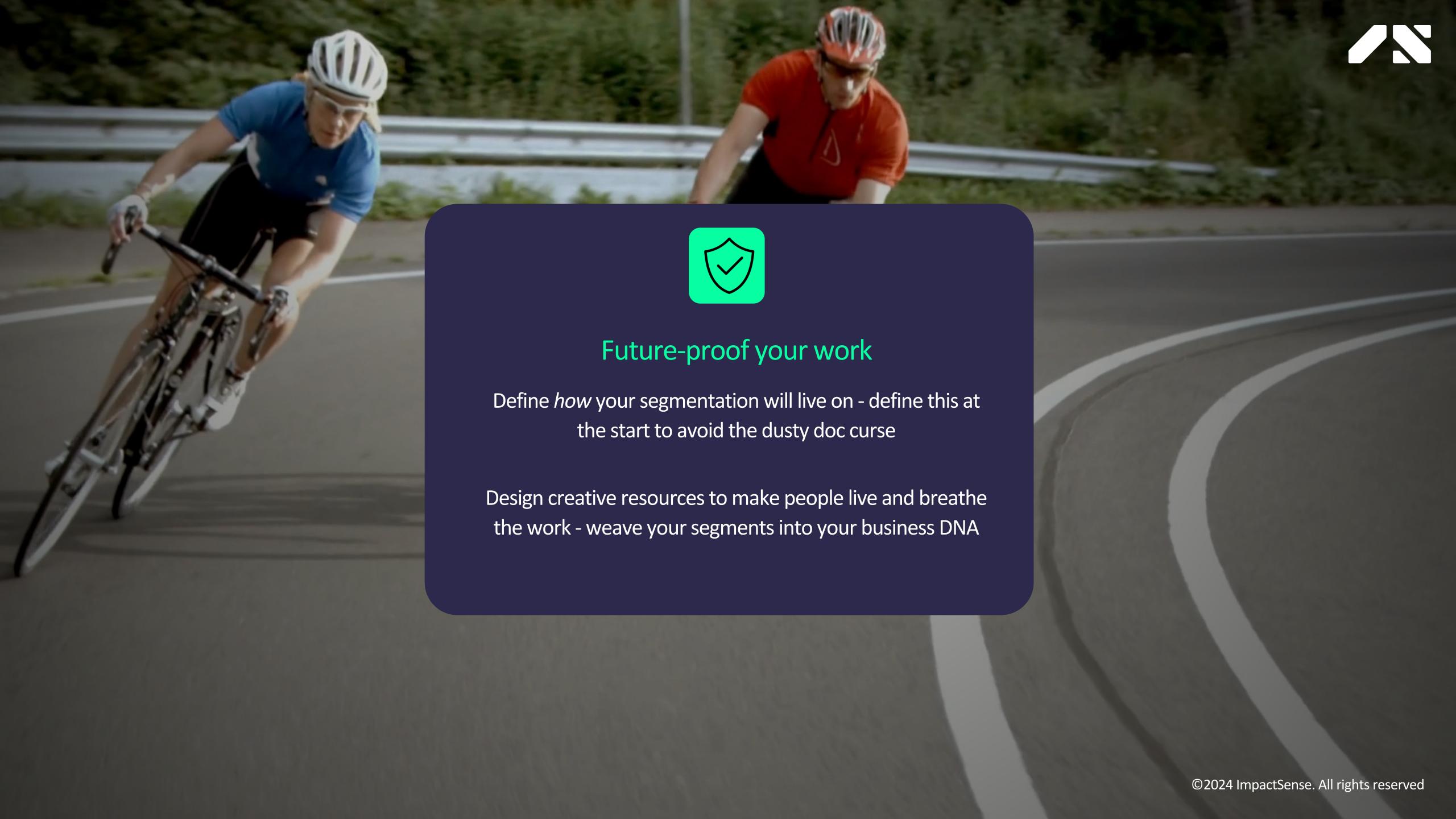
Push for the Emotional Truths

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









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







Thank you







