Unboxing beautiful insights

DUNELM'S

SEGMENTATION REVOLUTION

Victoria Williams, Boxclever
Emma Boyle, Dunelm

WE'VE ALL SEEN SEGMENTATIONS

FAIL TO LAND

OR FADE AWAY
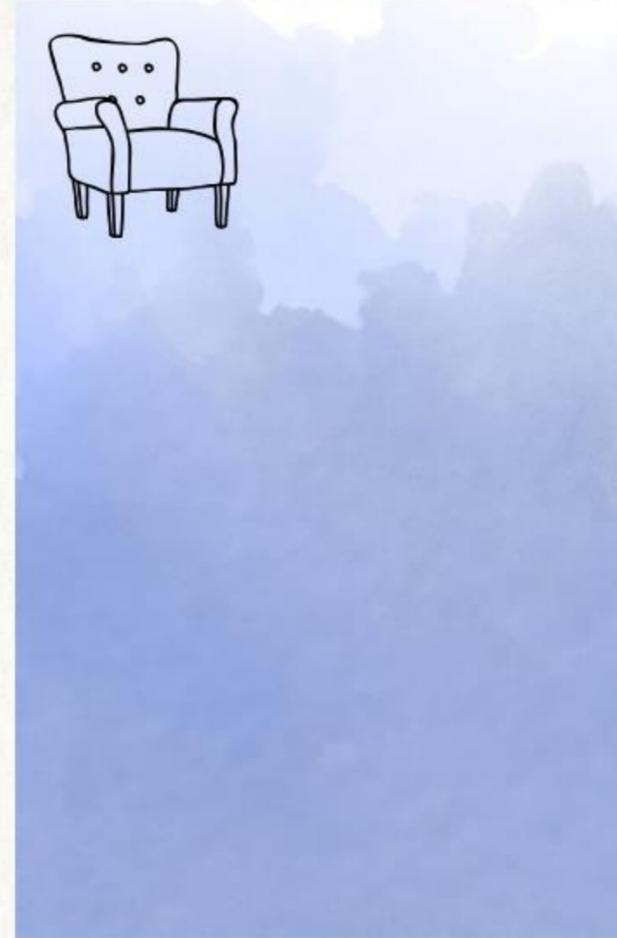
WE FOCUSED
ON OUR

OUTPUTS

JUST AS MUCH
AS OUR METHOD

THE RESULT?

A segmentation
that has made a

BIG IMPACT

WHY DID WE NEED A SEGMENTATION?

WE WANTED TO KNOW:

1. MORE ABOUT HOMEWARES CONSUMERS
2. TO HELP US BETTER SERVE THEM

Simple as that!

WE NEEDED IT TO BE:

☑ ENGAGING

☑ VISUAL

☑ *Embedded*

WHAT WE ACHIEVED IS:

☑ EVIDENCED

☑ HUMAN

☑ *Beautiful*

> **IT'S GREAT! YOU'VE BROUGHT OUR CUSTOMERS TO LIFE IN A SIMPLE AND UNDERSTANDABLE WAY.**

Exec. Director

> **THANK YOU**
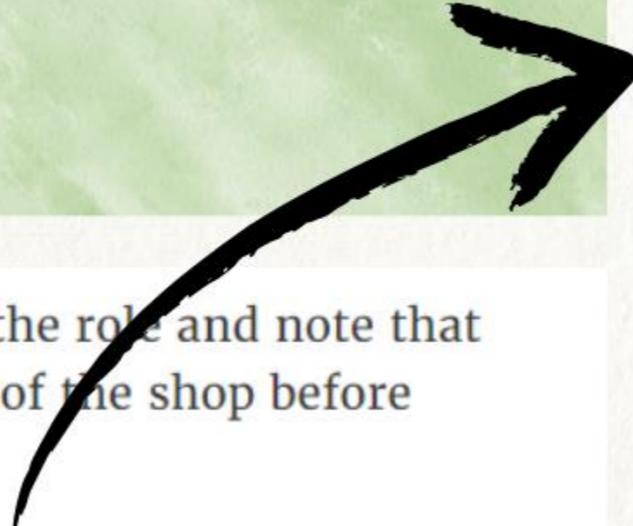
Exec. Director

> *I actually love these segments!*

People Team (HR)

MarketingWeek

Dunelm on changing perceptions by 'shining a light' on what's already there

Dunelm's marketing lead on hoping to alter customer perceptions around the breadth of its range through focusing on what the company already has rather than reinventing the wheel.

He recalls how he would walk around stores upon starting the role and note that customers seemed quite blinkered and would be in and out of the shop before considering the breadth of the range.
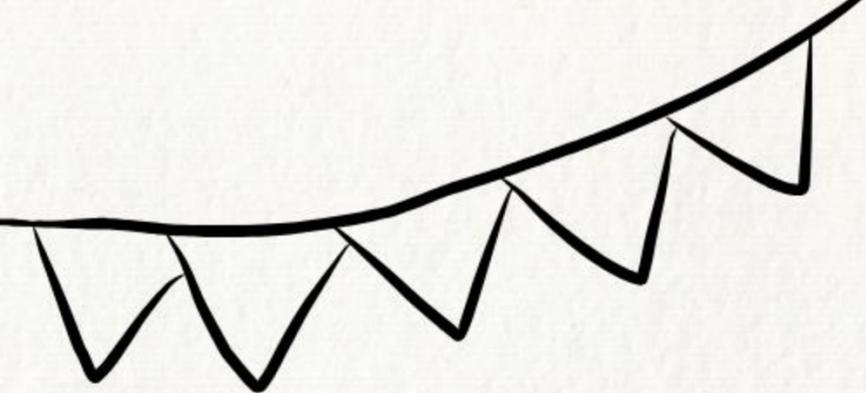
"I had a bit of insight [from that] but then it came through in droves from the segmentation research," says McGinty. "Our biggest issue was that customers didn't understand what Dunelm was and almost what it sold. And so, in previous campaigns, it would have been around driving consideration, but we knew we were higher up the funnel, people just didn't know what we are."

INSIGHT CAME "IN DROVES" VIA THE SEGMENTATION

Sean McGinty, Marketing Director

SEGMENTATION
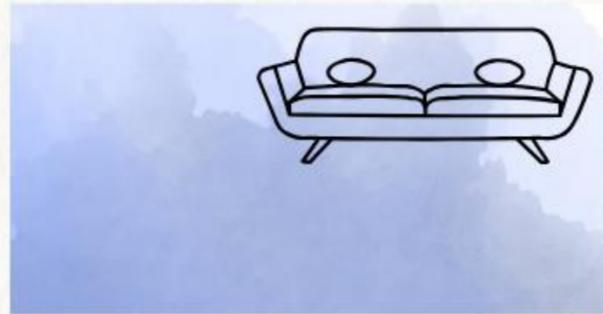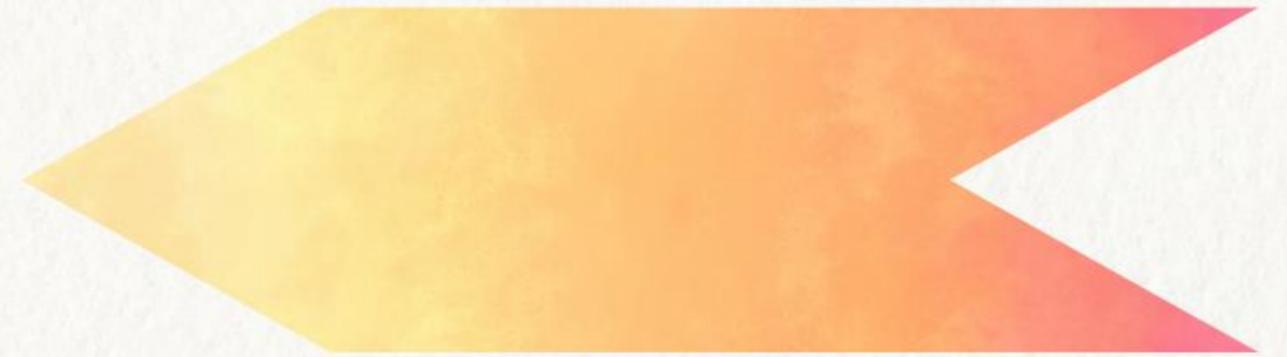
Birthday cake

A BIT ABOUT
THE PROCESS

Beautiful
outputs

BEAUTIFUL
INPUTS

WE GENERATED
A LOT OF *attitudinal*
DATA
TO BUILD AND PROFILE

WE VISITED SEGMENT REPRESENTATIVES
in their homes
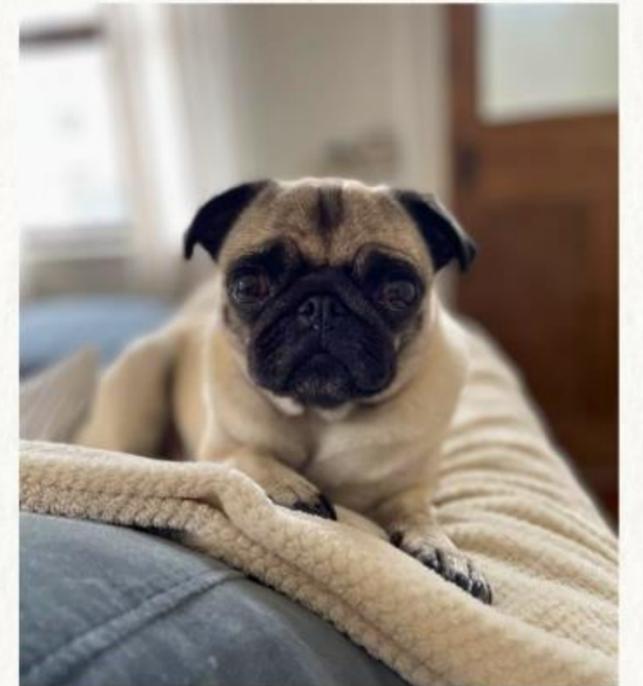
HUNDREDS OF PHOTOS & CLIPS
TO MAKE THE SEGMENTS *real*

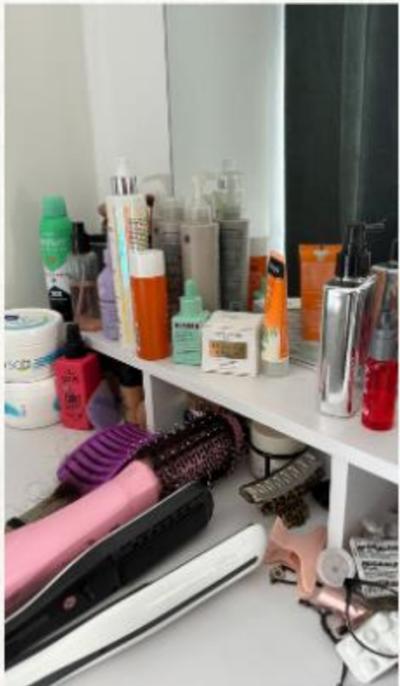# HUNDREDS OF PHOTOS & CLIPS
TO MAKE THE SEGMENTS *human*

THE
OUTPUTS

BESPOKE ILLUSTRATIONS

ONE PAGE

PEN PORTRAITS

5 KEY FACTS

We're xx% of consumers

x% of us claim to have shopped with Dunelm in the last year

We have the x highest headroom (£xm)

We have the xxxx affluence of all segments

xx% of us have kids at home (of all ages)

1

OUR LIFESTYLE AND ATTITUDES

QUOTES, QUOTES, QUOTES

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2

OUR ATTITUDES TO OUR HOMES

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QUOTES, QUOTES, QUOTES

3

5

SHOPPING FOR THE HOME

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OUR SPEND ON HOMEWARES AND FURNITURE IN THE LAST YEAR WAS £XXX

OUR HOME STYLE

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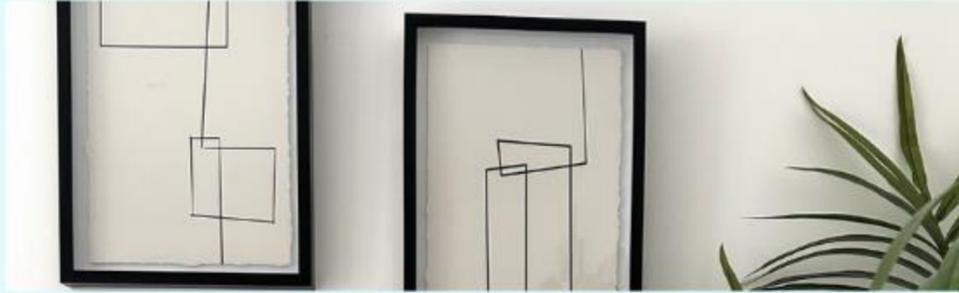Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

4

Dunelm

Dunelm

QUOTES, QUOTES

SEGMENT 6

ADJECTIVE 1 | ADJECTIVE 2 | ADJECTIVE 3

Dunelm

MAGAZINE
BOOKLETS

SEGMENT 3
ADJECTIVE 1 | ADJECTIVE 2 | ADJECTIVE 3

SOCIAL MEDIA + HOMES

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"Guilty! I do post quite a lot on Instagram and I do like to post pictures of my flat. Probably because I've designed it myself and I'm quite proud of that."

SEGMENT 3 | LIVING AREAS

DESKTOP WALLPAPER!

SUMMARY BOOKLET

Dunelm

SEGMENTING OUR CUSTOMERS

Some of us are more likely to move or change what we spend on our home next year

SEGMENT 1

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SEGMENT 3

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat"

A green number shows where a segment over indexes, whereas a red shows where they under index

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While a segmentation is all about appreciating the differences between consumers, we have identified some universal truths

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EMBEDDING THE WORK

IN A DIVERSE BUSINESS

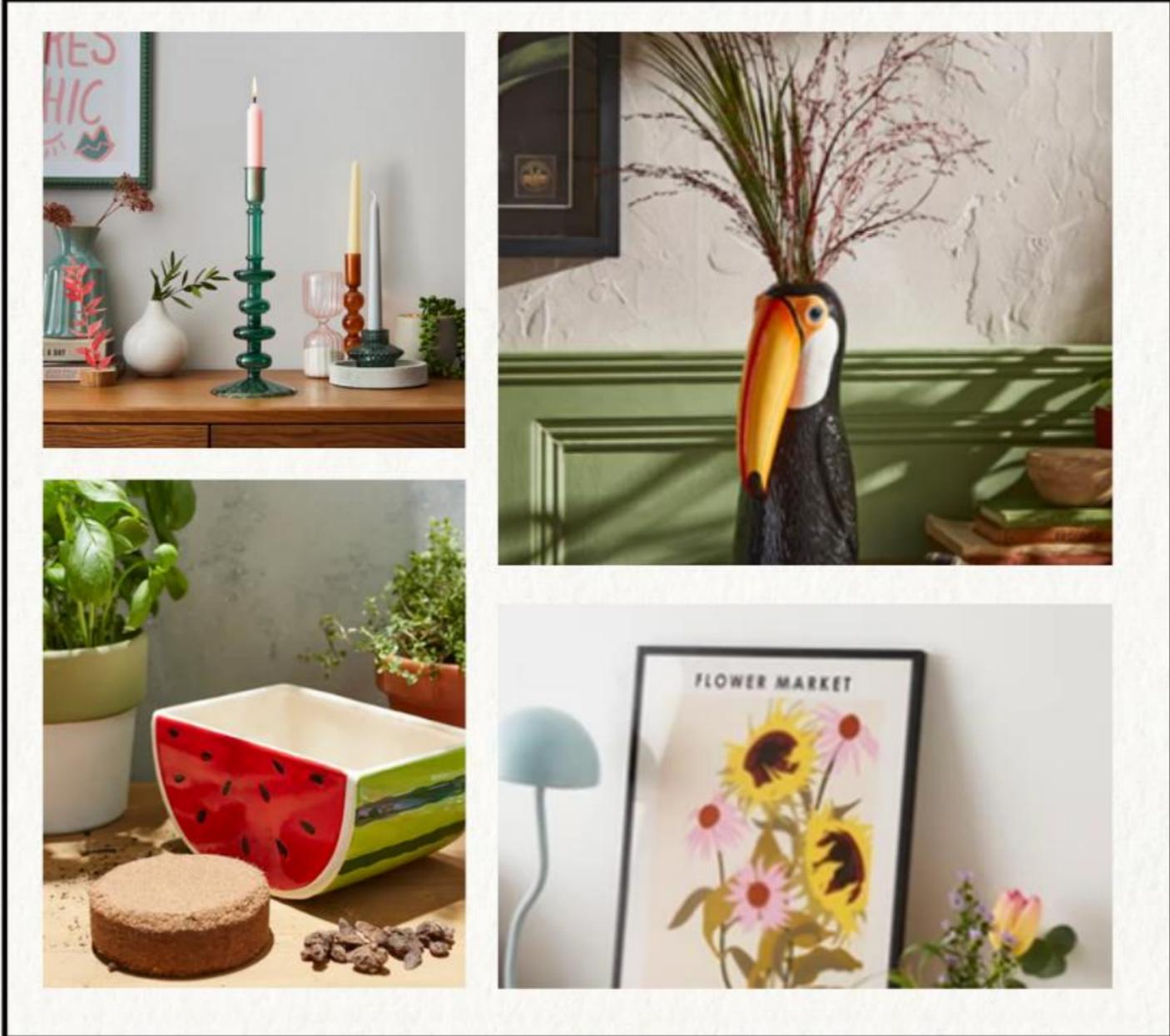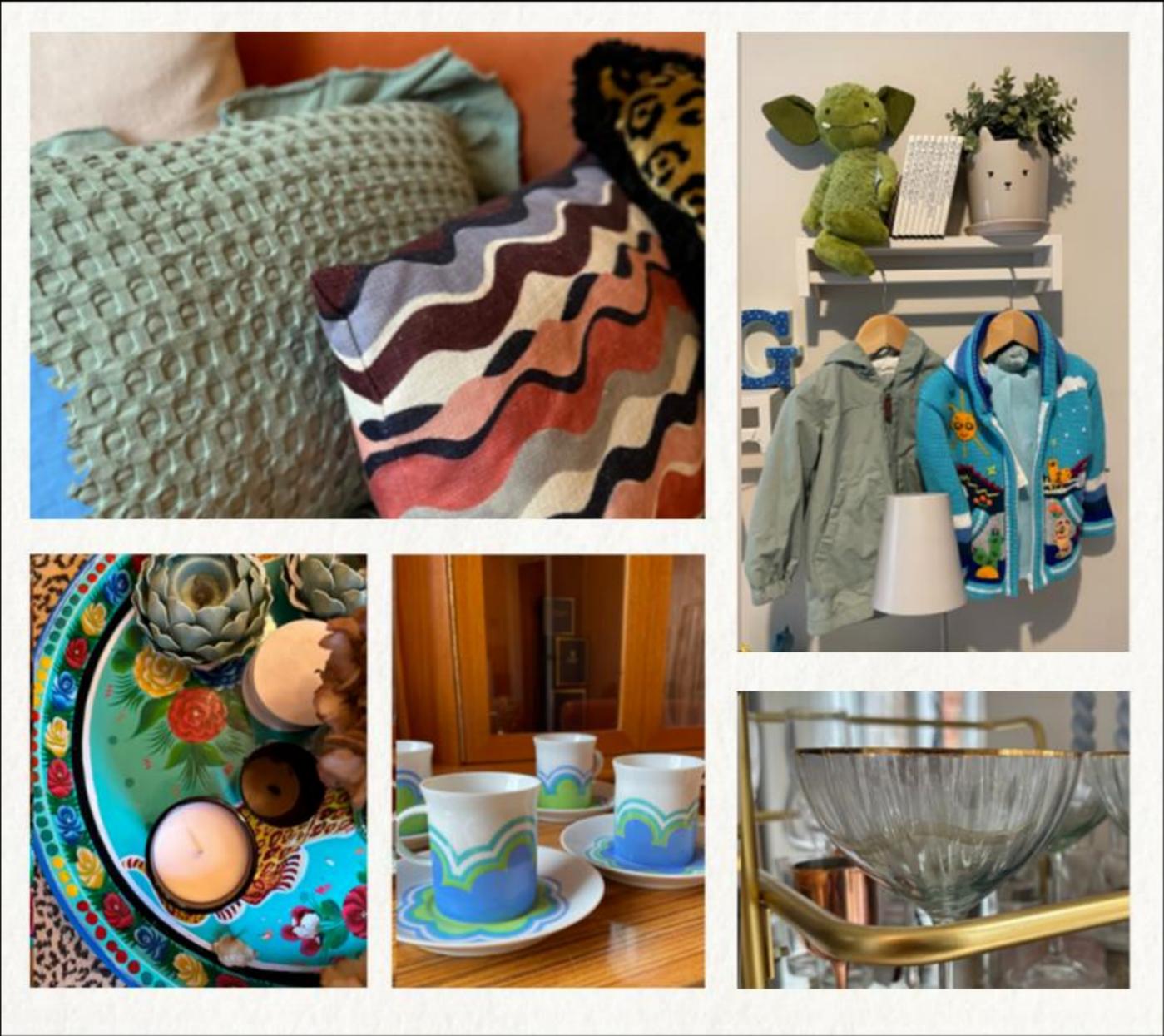✓ Digital ✓ Mixed ✓ Bitesize ✓ Enticing

WE

OVERLAYED THE
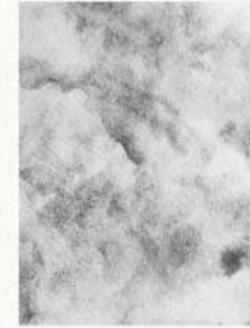SEGMENTS TO
OUR DATABASE

So we could see what the segments had purchased from us

THEIR HOME DECOR

WHAT THAT SEGMENT BUYS FROM DUNELM

SEGMENTATIONS =
DIFFERENCE...

but... THERE ARE **COMMONALITIES** AND **UNIVERSAL** TRUTHS TOO

A 'UNIVERSAL TRUTH' IS...

...ALMOST EVERYONE BUYS TEALIGHTS!

Dunelm

30 pack

TEALIGHTS

- WHITE -

UP TO 8 HOURS
BURN TIME

Thank you!

QUESTIONS?