

appinio

Beyond Demographics

The power of psychographic segmentation with pladis





One of the world's fastest growing snacking companies



50%

of consumers are 55+

appinio



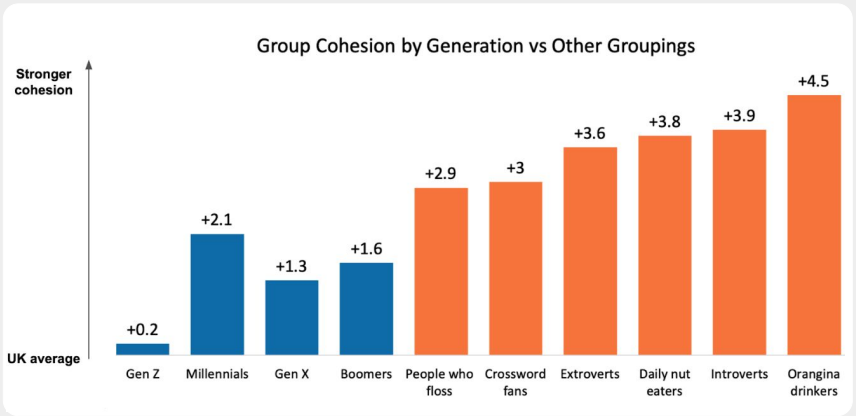


appinio | pladis

Opportunity worth
£9.6Bn



Pladis has a lot of brands



Young audiences are diverse, not homogenous.

Our goal in marketing!

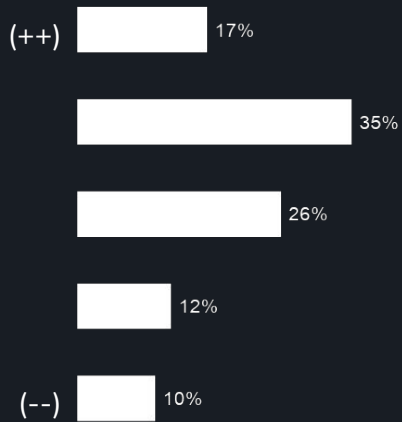
**The brand is my first
choice – I often buy it!**

GROWTH

**Not interested in the
brand at all**

Our goal in marketing!

What is usually measured...



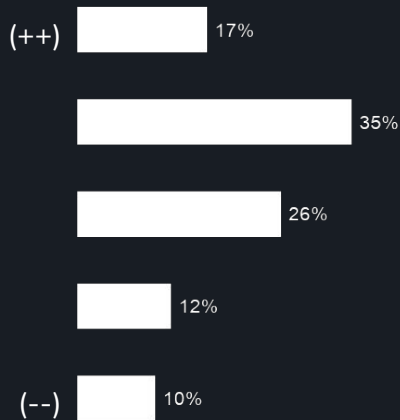
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GROWTH

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Our goal in marketing!

What is usually measured...



The brand is my first choice – I often buy it!

What is truly important...

What drives people who are prone to becoming our customers?

Why do they choose us instead of another brand?

Not interested in the brand at all



**Desired behaviour
= Jaffa Cakes is bought**

DRIVER



Desired behaviour

$R^2 > .5$

MOTIVES
ATTITUDES
BIG5



Desired behaviour

MOTIVES

McClelland
"What drives me in life?"

Power

Achievement

Affiliation



Desired behaviour

ATTITUDES

Triandis

"What characterizes my decisions?"










Emotionality
(=affective)

Rationality
(=cognitive)

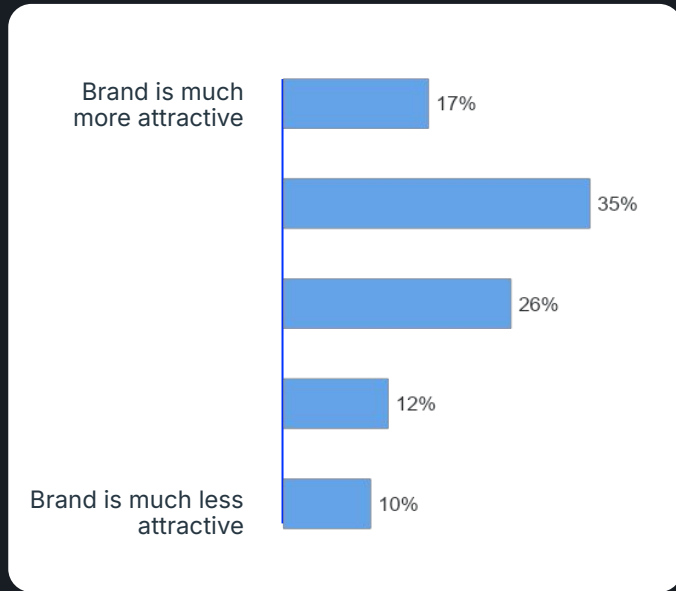
Action
(=conative)



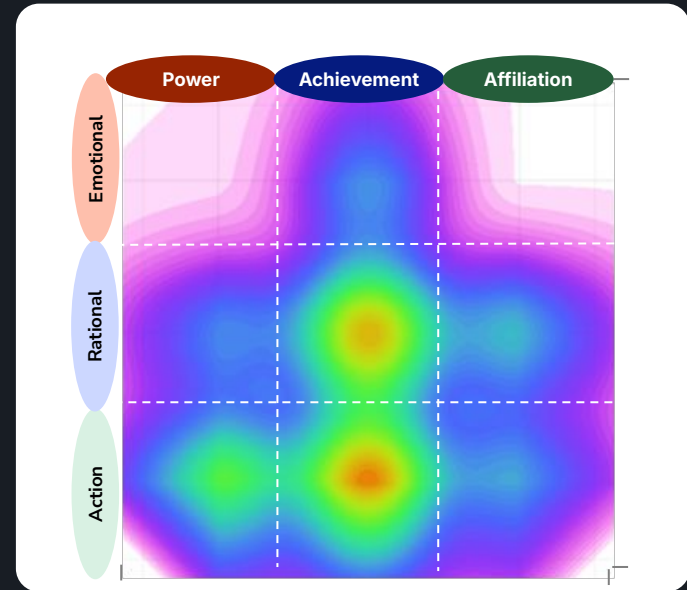
MOTIVES and ATTITUDES can be combined into nine archetypical driving patterns.

	POWER	ACHIEVEMENT	AFFILIATION
EMOTIONAL	 LEADERS "Follow me!"	 MAXIMIZERS "Life is my challenge!"	 HARMONIZERS "Life is best enjoyed together!"
RATIONAL	 COORDINATORS "Trust me, I have a plan!"	 PERFECTIONISTS "There are no problems – only solutions!"	 STABILIZERS "Relationships need to be cultivated!"
ACTION	 DECISION MAKERS "I have the last word!"	 OPTIMIZERS "There is always room for improvement!"	 RITUALIZERS A trusted community is the basis for everything!"

These driving patterns reveal the *Why* behind the *What*














What



Why

So what did we learn?










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	POWER	ACHIEVEMENT	AFFILIATION
EMOTIONAL	 <p>BITES Follow me! Digestives</p>	 <p>Digestives "Life is a long journey!"</p>	 <p>Jaffa Cakes HARMONIZERS CLUB</p>
RATIONAL	 <p>Flipz COORDINATORS "Teamwork makes the dream work." CRINKLYS</p>	 <p>Hobnobs McVitie's PERFECTIONISTS "There is no profit in perfection." Twiglets JACOBS</p>	 <p>Signature STABILIZERS "Relationships need to be built." GOLD BILLIONS WATER</p>
ACTION	 <p>MINI CHEDDARS "The best things in life are small."</p>	 <p>OPTIMIZERS "There is always room for improvement!"</p>	 <p>RITUALIZERS "A trusted community is the basis for everything!"</p>

**CRUNCHY, THIN
AND FULL OF
FLAVOUR**





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	POWER	ACHIEVEMENT	AFFILIATION
EMOTIONAL	<p>BITES Follow me! McVitie's Digestives</p>	<p>McVitie's Digestives "Life is a long journey!"</p>	<p>McVitie's Jaffa Cakes HARMONIZERS CLUB Join the Club!</p>
RATIONAL	<p>Flipz COORDINATORS "Test it!" Jacob's CRINKLYS</p>	<p>McVitie's Hobnobs PERFECTIONISTS "There is no profit in..." McVitie's Twiglets JACOB'S</p>	<p>McVitie's Signature STABILIZERS "Relationships need to be..." GOLD BILLIONS WATER</p>
ACTION	<p>JACOB'S MINI CHEDDARS The best is yet to come!</p>	<p>OPTIMIZERS "There is always room for improvement!"</p>	<p>RITUALIZERS A trusted community is the basis for everything!"</p>










**WE'RE A
CAKE!**
YOU BISCUIT

McVitie's
Jaffa Cakes





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**Be the agents
of change**



**Anchor
outcomes with
rigorous
academia**



**Supercharge
ROI on
tactical
research**



Teams make better decisions with Appinio



Louise Leitsch
VP Global Research

Thank you!



Join the market research revolution



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