

A composite image of a woman's face with a world map overlay. The woman has green eyes and purple lips. The world map is in shades of brown and green, with the oceans in blue. The map is positioned such that it appears to be part of her face, with continents like North America, South America, and Africa visible.

Synovate Global Trends Program – *Report Preview*

Wave 1 quantitative results

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Understand the world, plan the future...

Questions that will break assumed stereotypes:

- *Do different markets share similar values across the world?*
- *Which communications strategies should brands use to approach different markets that shares similar values?*
- *Which brands are consumed by each consumer typology?*
- *Which emerging trends are appearing in which consumer typologies?*
- *How will they evolve in future?*





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The first wave of the Synovate Global Trends Program was conducted in the latter half of 2010.

The core objective is to define insight platforms that help inspire brands to optimise their strategies and their implementation at both global and local levels. Here, you will find a preview of the report findings.

This program is not intended to tell managers what to do with their brands. Instead, this provides them with a clear and organised picture of how consumers across the world are grouped around common expectations and beliefs, based on their own cultural values.





Responding to those cultural values through marketing tools will be a next step in a brand based ad-hoc stage, framing them within category specifics, positioning them in the competitive context and actual brand heritage.

Future waves of Synovate's Global Trends Program will look into the evolution of those segments and the adoption of new consumption habits.

In the meantime, here is a peek into the way consumers see the world.

Enjoy!



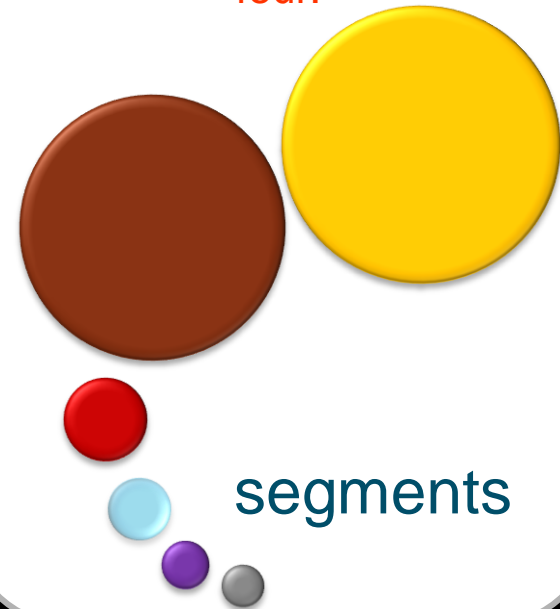
The global segmentation



We are not all the same, we are not all looking for the same thing...



These six segments do not have the same amount of people; there are actually two big global trends (enjoying and sharing), followed the other four:





Smile, carpe diem:
The Enjoyers



Life is full of wonderful
things; I should live it and
enjoy it, drinking every
single drop from the glass.

Smile, carpe diem:
The Enjoyers

The global segmentation

Synovate Global Trends Program
Unveiling the way consumers see the world



Sharing with Others:
**The Flock
Members**



Being a member of the herd
means paying special
attention to others.

Sharing with Others:
The Flock Members

The global segmentation

Synovate Global Trends Program
Unveiling the way consumers see the world



Overcome Own
Limits:
The Explorers



Trying new things, going
where no one has gone
before, is my way of saying:
“I’m alive, I exist”.

Overcome Own Limits:
The Explorers



Avoiding Fears:
**The Security
Seekers**



I aspire to an environment where everything is anticipated, which allows me to lead a comfortable life, with a safe and calm future.

Avoiding Fears:
The Security
Seekers



Me, myself and I:

The Status Eagers





I am moved by the excitement
of success.

Me, myself and I:
The Status Eagers

The global segmentation

Synovate Global Trends Program
Unveiling the way consumers see the world



*Looking for
protection:*
The Protected



Everyone is equal and there is
something superior that
protects us.

Looking for protection:
The Protected

The global segmentation



Smile, carpe diem:
The Enjoyers

Life is full of wonderful things; I should live it and enjoy it, drinking every single drop from the glass.



Sharing with Others:
The Flock Members

Being a member of the herd means paying special attention to others.



Overcome Own Limits:
The Explorers

Trying new things, going where no one has gone before, is my way of saying "I'm alive, I exist".



Avoiding Fears:
The Security Seekers

I aspire to an environment where everything is anticipated, which allows me to lead a comfortable life, with a safe and calm future.



Me, myself and I:
The Status Eagers

I am moved by the excitement of success.



Looking for protection:
The Protected

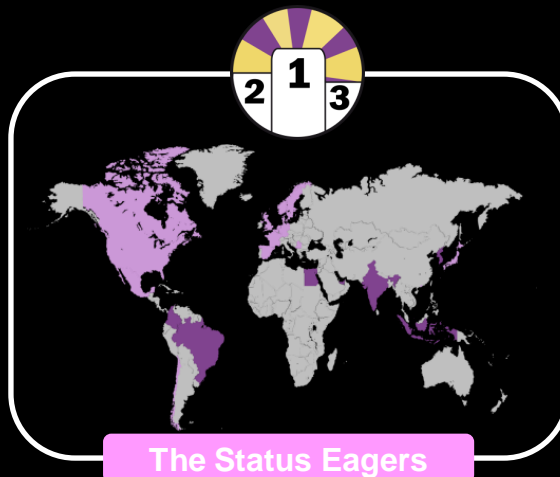
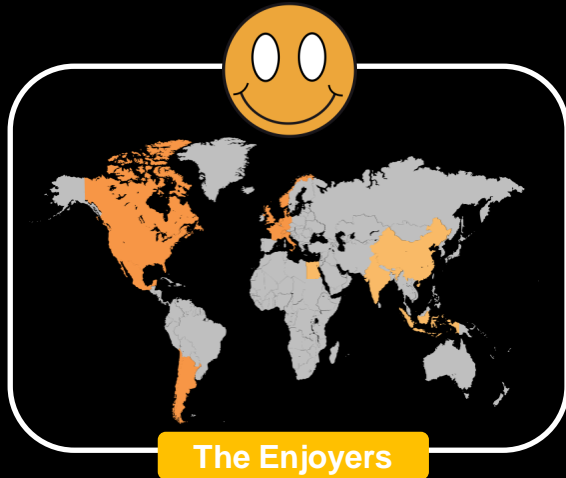
Everyone is equal and there is something superior that protects us.



The segments in the world



The coloured countries represent markets with HIGH presence of this segment.
The light colored ones are countries with LOW presence of the segment





How do these segments look in different markets?
Which communications strategies should brands use to approach each segment?
Which brands are consumed by each consumer typology?
Which emerging trends are appearing in which segments?
How will they evolve in future?

... The answers to these questions and many more are found in our Global Trends Report.



It's a global study conducted in 28 countries, with over 22,000 people indicating:

- Cultural values
- Economic perceptions
- Media consumption indicators
- Digital behavior (Internet, mobiles, social networks, etc.)
- Attitudes towards different topics (environment, diet products, organics, recycling, etc.)
- Last week behaviors (regarding 20 types of products & more than 15 beverages)
- Attitudes to buying "important" products (such as a house, cars...)
- Financial topics (credit cards, insurance, bank products, etc.)
- Travel (international travelers, hotels, purposes, etc.)
- Age, gender, geography, other demographics ...

About Synovate

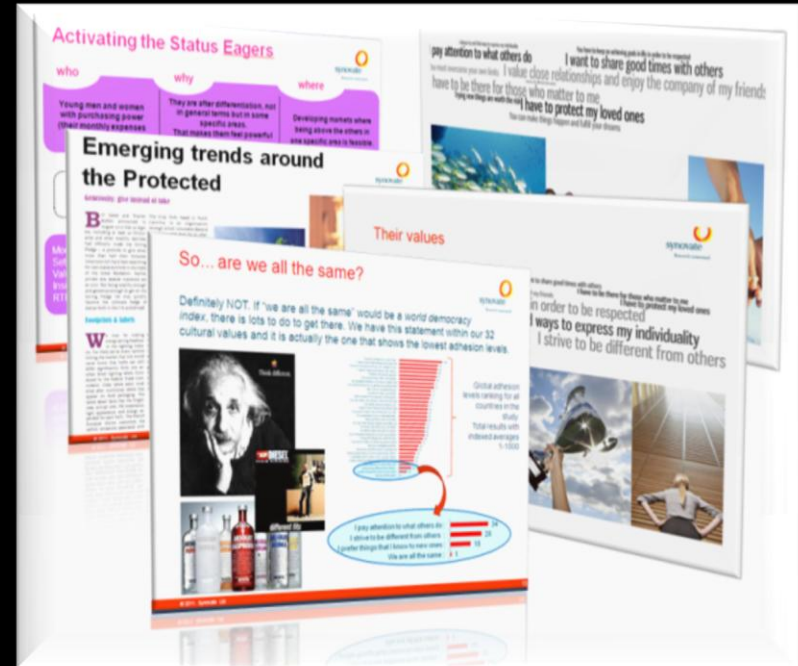
Synovate, the market research arm of Aegis Group plc, generates insights to help clients drive competitive brand, product and customer experience strategies. A truly borderless company with offices in over 60 countries, our 'biggest small company' approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes.



Global segmentation overview: What makes us different? What do we share?

The segments in detail:

- Definition
- Values
- Segment footprint
- Profile (socio-demographics, economy perceptions, internet and technology, financial products, other products consumption,...)
- Geographic distribution
- Activating the segment (mood, settings, insights, RTB,...)
- Emerging trends





**Thank you.
Our curiosity is all
yours.**

**Want to purchase the full first wave
Global Trends Report? Contact
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