

Sinus-Mind-Sets: Personality profile of trend target groups

New trendsetter and target groups are presented non-stop. The usual depiction of novel group phenomena is – in most cases – hard to decipher, often piecemeal, and sometimes just journalistic processing. If the new trendsetters don't call sufficient attention to themselves, they will be hyped – or simply invented.

Service rendered: The *Sinus-Mind-Sets* are a tool which in the form of a profile or a manual offers you the possibility of gaining clear and concise insight into the mind of a new client or customer group. Via semiological methods, we will develop a personality profile of your trend target group which represents the specifics of the new phenomenon as to mentality, attitudes, and behavior patterns. Our broad empiric basis stemming from value change & everyday life research enables us to quickly identify new consumer groups and to check them empirically, to screen indicators of the actual existence of a new phenomenon and to socio-culturally position the target group.

Possible issues: What is new and specific about trendsetter group **X**? In which of the current value fields does it move, or which fields does it combine in a novel way thus attracting attention? Are these trendsetters culturally relevant to the German market? Do they only mark the spot of a new scene or the terrain of a future mass phenomenon?

Benefit: Psychographic consumer insights into the heart of a new trendsetter target group. The focus will be on the relevant mind-set: mentality, moodedness and tone, basic orientations and typical patterns of action as well as core demarcation signals of the group.

Time need: Two to four weeks (depending on target group)

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