

Sinus-Trend-Fit: Positioning of brands and products in the current trend environment

Sinus-Trend-Fit positions your product or your brand in the relevant value and trend environment, provides information on the possibilities to tie in with social developments, and factors in forecasts for single trendsetter target groups. Sinus Trend Fit draws on the complete data base of the Institute's socio-cultural trend research. It is possible to identify and assess your trend environment socio-demographically and/or milieu-specifically.

Service rendered: Identification and assessment of the trend environment of your product or brand. Disclosure of blind spots in the target group portfolio, points of contact with other affine target groups and/or modernization phenomena in the value spectrum.

Possible issues: Is your product in tune with the most important sociocultural currents? Do you benefit from the basic dynamics of society? Do you position yourself in the middle of a promising trendsetter group with the proper values, styles, and symbolic worlds? Do you factor in the life cycle of your trendsetter group? Do you also make use of developments in less trend-affine target groups? Do you know the socio-cultural drivers which are relevant for you?

Benefit: It is possible to receive a reliable, empirically sound scan of your trend environment even if your budget is limited or information has to be provided quickly. Sinus Trend Fit is suitable for the assessment of the status quo of your product or brand – ranging from the currently unused target group potential through to the screening of adequate trend topics. The tool supports your marketing communication and your information & innovation management via reference to matching people, values, currents, and evolving topics.

Time need: Two to three weeks

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