Sinus Meta-Milieus®

Customisation all over the world
The Sinus-Meta-Milieus®

Strategic target groups solution for global markets and international brands

- The Sinus-Meta-Milieus® leverages the **well-established** Sinus-Milieus® know how on an **international** level to understand **multinational consumer needs** without ignoring local differences.

- An **uniform** target group solution allows **cross-national comparisons** for almost **all countries in the world** - rapid and inexpensive.

- The Sinus-Meta-Milieus® can be adapted and used as base for **specific tailored client-/market solutions**. Data-integration into existing costumer segmentations is possible.

- **Worldwide** expertise in various economic areas – e.g. **EU, APAC, NAFTA or LATAM**.

- The update 2013 respects the sociocultural changes affected by **digitalisation and globalisation**.

- Combine this strategic target group know how with our approved methods for **brand positioning** or **customer satisfaction** and **loyalty measurement** – The SINUS Profiler-Suite.
Understand and compare multinational consumer needs... for customising products and services and clear brand positioning WORLDWIDE without losing track of market segmentation!

Digital Avantgarde
- creative & individualistic
- self-realization
- digital sovereign & global
- mobile socializers
- freedom & independence
Sinus-Meta-Milieus® Worldwide since 1997 with over 300 studies in 45 markets

- Established Markets (32)
- Emerging Markets (13)
Sinus-Meta-Milieus: „Groups of like-minded” people for established & emerging markets …

- .. with similar lifestyle and likings
- .. with similar value orientation and social situation
- .. with similar communication patterns
- .. with similar ways of living and consumption
Working with the Sinus-Meta-Milieus:

Find and understand your Target Groups

Identifying common values, needs and attitudes in the Market

Sinus-Meta-Milieus:

Developing tailored client solutions

- Customer potential
- Product usage and needs
- Value matrix
- Customer journey - retail touch points
- Communication & media planning
- Sponsoring
- Brand positioning – brand strength
- Category drivers vs. brand drivers
- Customer loyalty – churn
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