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® knowledge 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 44 markets
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®:

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