Sinus-Meta-Milieus®: Base for consumer centric approach
Focus on people as they really exist - around the world

July 2015
30 years of expertise in the marketing process
As specialist for psychological and social science research and consulting with focus on:

Sinus-Milieus®
Identifying common values and attitudes to life:
- Strategic Target groups
- Brand strength and brand positioning
- Communication concepts
- Costumer Experience and Satisfaction
- Product development and design
- Trend Research

Strategic Target Groups that really exist
- Base for tailored client segmentation models combined with category specific U&A clusters
- Global model that works among all nations and cultures
- Holistic knowledge in all important categories both for marketing and social research:
  - FINANCE
  - HEALTH CARE
  - TELECOMMUNICATION + IT-TECHNOLOGY
  - AUTOMOTIVE (Mobility)
  - MEDIA + PUBLISHERS
  - TOURISM + TRAVEL
  - LIFESTYLE / FURNITURE / ARCHITECTURE / LUXURY
  - FOOD + COOKING
  - GENDER + GENERATIONS
  - ENERGY + NEW ALTERNATIVE TECHNOLOGIES
Key fact about SINUS and the Sinus-Milieus®:

- **Sinus-Milieus® are the first Milieu-Model created over 30 Years ago**
  - First qualitative model was developed 1979 on the base of 2000 qualitative interviews
  - 1982 first quantitative validation of the Sinus-Milieus® by using the two axes for the positioning model
  - Only model which truly reflects the change in society and values over time

- **Academically proven segmentation model**
  - Based on scientific findings, demographic characteristics are not determining the affiliation to a certain milieu
    
    *Example age: “biological age” has to be substituted by “social age”*

- **International - a global approach with country specific findings**
  - This fact led to the identification of broad, multi-national everyday life segments – which we sum up as the “Sinus-Meta-Milieus®”.
  - Used as target groups for realistic international marketing since they comprise more than the computer-generated, mostly statistical-artificial “Global Types” and reflect important cultural differences as well as existing common characteristics.
The positioning model
Two dimensions of social diversity

And: a frame of reference for intercultural comparison

"active" dimension
basic orientation
everyday awareness, lifestyle, life goals

"passive" dimension
social situation
income, education, profession

Social situation
Basic orientation

A
Traditional values
acquittal, orderliness

B
Modernization
individualization, self-realization, pleasure

C
Re-orientation
multi-optionality, exploration, living in paradoxes
Sinus Meta-Milieus®

Customisation all over the world
The international 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 customer 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.
"Groups of like-minded" for established and emerging markets

The Sinus-Milieus® group people...

- who are similar in their
  - lifestyle
  - social situation
  - everyday values

with the focus on local/national everyday life culture

Established markets
Emerging markets

comparable
## Short Description of the Sinus-Meta-Milieus®

<table>
<thead>
<tr>
<th>Established Markets</th>
<th>Emerging Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Established</strong></td>
<td><strong>Old Established</strong></td>
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<tr>
<td>Performance and leadership, status-conscious, exclusive tastes,</td>
<td>Patriarchic, claim of power, status and</td>
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<tr>
<td>connoisseurship; distinction &amp; self-assertion; conservative moralities</td>
<td>leadership, family- and clan-thinking;</td>
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<td>and role patterns</td>
<td>sense of duty and order; social prestige,</td>
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<td></td>
<td>ethics of responsibility</td>
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<tr>
<td><strong>Intellectuals</strong></td>
<td><strong>Established Upper Class</strong> (Cosmopolitans)</td>
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<tr>
<td>Open-minded; liberal and pluralistic; searching for</td>
<td>Sophisticated, status-orientation,</td>
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<tr>
<td>self-actualization &amp; personal development; post-material goals; cultural</td>
<td>strategic life-planning; indulgence</td>
</tr>
<tr>
<td>and intellectual interests; authentic; academic; work-life-balance</td>
<td>&amp; work-life-balance, education &amp; qualification, liberal &amp; tolerant, social &amp; ecological responsibility</td>
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<tr>
<td><strong>Performers</strong></td>
<td><strong>Modern Performing</strong></td>
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<td>Self-determination; flexible and socially mobile; looking for an intensive life,</td>
<td>New economic elite, entrepreneurial,</td>
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<tr>
<td>which means having success and fun; work hard – live exclusive; good</td>
<td>performance &amp; efficiency, self-determination; semi-global thinking, superiority &amp; distinction, willingness to perform</td>
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<tr>
<td>qualifications and readiness to perform; multimedia fascination</td>
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<td><strong>Digital Avantgarde</strong></td>
<td><strong>Digital Avantgarde</strong></td>
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<tr>
<td>Non-conformist, creative &amp; individualistic; self-realization, freedom &amp;</td>
<td>Young &amp; wealthy, digital global, mobile</td>
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<td>independence, no fixed dogma; mobile socializers, global, pluralistic,</td>
<td>socializers, global-western attitude;</td>
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<tr>
<td>“scene” cosmopolitan, digital sovereign</td>
<td>creative &amp; individualistic, self-realization; freedom &amp; independence</td>
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<tr>
<td><strong>Adaptive Navigators</strong></td>
<td><strong>Success-Oriented</strong></td>
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<tr>
<td>Loyal &amp; reliable; flexibility &amp; security-driven, achievement-oriented, pragmatic</td>
<td>Willingness to perform, social climber</td>
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<tr>
<td>and adaptive, good organized; want to be on the safe side; regrounding; family &amp;</td>
<td>mentality, flexibility- and security-driven, balance of work and family-friends; sense of tradition and order</td>
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<tr>
<td>friends</td>
<td></td>
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<tr>
<td><strong>Modern Mainstream</strong></td>
<td><strong>Adapting Mainstream</strong></td>
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<tr>
<td>Looking for harmony &amp; private happiness, family-relatives-friends, comfort and</td>
<td>Conservative-materialistic, status-oriented, order and harmony; balance of modern and religious life, social rules &amp; moralities; feel pressure to keep up</td>
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<tr>
<td>pleasure; striving for social integration and material security, defensive towards</td>
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<td>changes in society</td>
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<td><strong>Traditionals</strong></td>
<td><strong>Traditional Popular (rural)</strong></td>
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<tr>
<td>Security and status-quo oriented, rather rigidly sticking to traditional values</td>
<td>Strong community and family ties; religion and belief (spirituality); ritualized everyday-life, obedience and modesty; afraid of losing traditions, rules and values</td>
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<tr>
<td>(e.g. sacrifice, duty, order); modest &amp; honest, down to earth, „we little people”,</td>
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<td>health-caring</td>
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<td><strong>Consumer-Materialists</strong></td>
<td><strong>Urban Working Class</strong></td>
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<td>Materialistic and consumer hedonistic; striving to keep up, but often socially</td>
<td>Socially deprived, uprooted, fear &amp;</td>
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<td>disadvantaged and uprooted, sometimes precarious; reactive basic orientation,</td>
<td>resentments; overcharged by modernisation,</td>
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<td>fear and resentments; narrow-minded, solidarity, protection, robustness &amp;</td>
<td>striving for basic needs; short term</td>
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<td>toughness</td>
<td>consumer orientation, materialism;</td>
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<td><strong>Sensation-Oriented</strong></td>
<td>solidarity within own network</td>
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<tr>
<td>Looking for fun, thrill &amp; action and entertainment; rather unconventional and</td>
<td>Spontaneity, fun, thrill &amp; action; trend-adopting and imitation of Western lifestyles; carefreeness, independence; try to keep up with trends &amp; brands; conflict with traditional values and religion</td>
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<td>rebellious; living for today, here and now; tendency to escape reality;</td>
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<tr>
<td>independence, spontaneity, trendy</td>
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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- & Mediaplaning
- Sponsoring
- Brand Positioning – Brand Strength
- Category Drivers vs. Brand Drivers
- Customer Loyalty – Churn
Worldwide expertise since 1997 with over 300 international studies in more than 30 markets
For further information:

**Manfred Tautscher**  
Managing Director  
Tel.: 0049 6221 80 89 70  
Fax: 0049 6221 80 89 25  
manfred.tautscher@sinus-institut.de

**Matthias Arnold**  
Research & Consulting  
Tel.: 0049 6221 80 89 87  
Fax: 0049 6221 80 89 25  
matthias.arnold@sinus-institut.de

SINUS Markt- und Sozialforschung GmbH  
Gaisbergstr. 6 / D-69115 Heidelberg  

HRB 332922 Heidelberg  
Managing Directors:  
Manfred Tautscher, Berthold Flaig  

Telefon: +49 (0) 6221-8089-0 / Telefax: +49 (0) 6221-8089-25  
E-mail: info@sinus-institut.de  
Web: http://www.sinus-institut.de