

## “The Really Useful Consumer” E-Zine

### Identifying the “Really Useful Consumer”

In the previous E-zine, we talked about “Really Useful Concepts” and how working with such concepts can impact positively on your business as a marketer.

In the present one we will take, as an example, the identification of the “Really Useful Consumer” and see its implications for your business decisions.

It is a fact that consumers are narrowing their choices on the market to what is most important for them.

Anticipating their choices cannot be done based on their demographics and socioeconomic traits. People of the same age, gender, and income level may have different priorities in their lives. We can only anticipate their choices if we understand what their priorities in life are.

### What are Consumer Priorities in Life?

Priorities in life should not be mistaken with fads.

Fads are short lived. They are unpredictable because they come and go. They affect just one aspect of life.

To the opposite, Priorities In Life are powerful and long lasting factors that shape all the aspects of life. They require a very specific know-how to be discovered. They lead to identify a product’s most promising target group and the most adequate marketing mix for this group.

Volume 1, Issue 2  
Word Count 492  
Reading Time: 3 minutes

### The “Really Useful Consumer” - A Case Study\*

Let us illustrate the above process and how it impacts business decisions based on a study we conducted for one of our clients. We identified a consumer segment of



interest characterized by the following priorities in life:

- “Conviviality” as opposed to “raw individualism”
- “Cultural heritage” as opposed to “breakaway change”
- “Simple natural life” as opposed to “sophistication”
- “Easy going” as opposed to “tough minded”
- “Self-progress” with a sense of long-term and personal evolution as opposed to “here and now” immediate and material benefit



These characteristics are not just descriptive; they translate into business decisions that affect the whole marketing mix.

Let us see, as an example, how they affect the selection of the communication codes or the communication “style” suited to the product.

### E-Zine Quote

**You can only anticipate consumer choices if you identify their Priorities in Life**

### Communication Codes

Below are illustrations of guidelines we derived from the Priorities In Life of the segment:

|  |   |
|--|---|
| <i>Display conviviality and sharing pleasures; a mix of individuality and group; or a person striving to grow for the greater good</i> | <i>Avoid the image of the ambitious individual, striving against all odds</i>                         |
| <i>Show modernity integrated with tradition; the beauty of slowness, and the integration of all generations</i>                        | <i>Stay away from the fast-paced world with flashy communication codes, speed, youth, and culture</i> |
| <i>Be simple and straightforward, refer to nature, and use commonsense</i>   | <i>Divert from complexity, sophistication, hyper technology, and intellectualism</i>                  |
| <i>Reveal relaxed mental posture, soft colors, pacing, and music in communication</i>  | <i>Avoid a voracious mental posture of the “go-getter”, abrupt images, and fast music</i>             |
| <i>Present a person as growing and evolving over time, and building on past experiences</i>  | <i>Shift from an individual geared to an opportunistic “here and now”</i>                             |



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In our next E-zine we will be looking at the promotional techniques that fit the “Really Useful Consumer”

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**\*All case studies are based on data owned by REACH or authorized by client for public usage**