



HOW DO WE SEGMENT NEEDS AT IPSOS?

WHY DO WE LOOK AT HUMAN NEEDS...



...Because without people,
their needs and motivations,
there is no market.

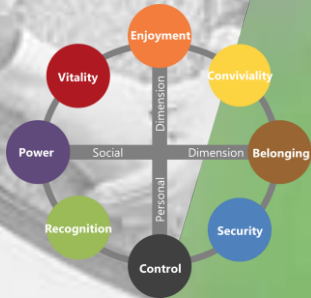
*“There is no scratch ticket or lotto
game market; there is no sports
betting market; but there is a market
for excitement, for thrill, for ambition
and hope.”*

TO MAKE PEOPLE THINK ABOUT YOUR BRAND YOU NEED TO MAKE IT RELEVANT BY BUILDING DEEP BRAND RELATIONSHIPS

What is real?

The starting point is simple – it is **not about brands**, it is about **people**.

People are on a journey to satisfy their needs and motivations. **Strong brands need to deliver against the real functional & emotional needs of people** to achieve differentiated **relevance!**



How to put it into words?

Censydiam offers a validated approach to unlock the path to creating relevant & meaningful brands.

It provides a **comprehensive, validated framework to guide your brand through** the complex world of **human motivations**.

It allows you to align your brands with relevant category roles.

How to create business value?

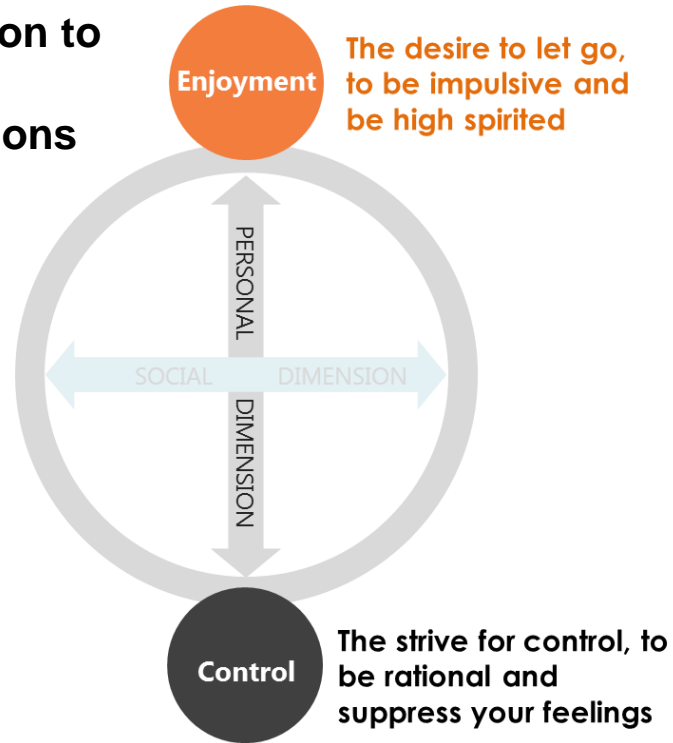
Mapping brands against motivations delivers on three key strategic areas:

- *Brand positioning*
- *Portfolio management*
- *Innovation*

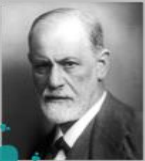
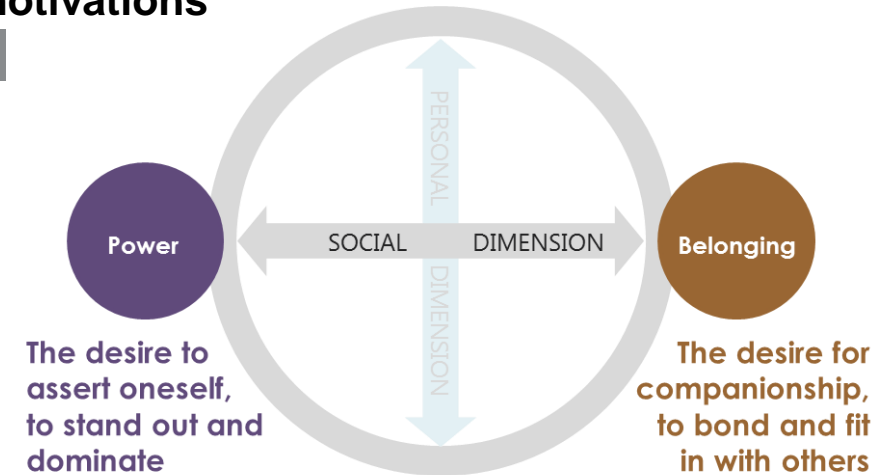


TWO AXES PROVIDE A FRAMEWORK TO UNDERSTAND EIGHT BASIC HUMAN MOTIVATIONS

The 1st dimension to understanding human motivations is **personal**:



The 2nd dimension to understanding human motivations is **social**:



Sigmund Freud

developed theories about the unconscious mind and the mechanisms of **release** and **repression**.



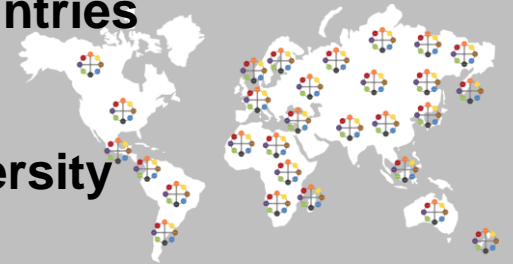
Alfred Adler

recognized a double mechanism for satisfaction: a striving for **power** & superiority and for **belonging** & community

THE FINAL FRAMEWORK MAPS OUT MOTIVATIONS AND NEEDS FOR YOUR MARKET (VALIDATED, YET FULLY CUSTOMIZABLE)



Validation of the model Over the past **30 years**, the Censydiam approach has been used in **70+ countries** across **36 categories** to help clients develop their brand and innovation strategies. The model itself has been validated at the **University of Ghent, Belgium***.



Customized to specific market dynamics:

The 8 basic human motivations are customized to specific market dynamics and **translated into category specific motivation descriptors.**



Allows cross-channel comparisons:

Not all needs are equally relevant in all channels (e.g. types of betting). The Censydiam framework **allows us to compare & contrast results across channels.**



**Towards a better understanding of Motivational Consumer Behavior: a cross validation construct validation and Application of a Psychology Taxonomy of Consumer Motives, Geeroms & Van Kerckhove, 2007*