

# Segmentations that unlock brand growth

## Delivering outputs and interventions that drive action within your business.

### Brand growth requires choices

All brands are searching for increased growth from limited investment.

Therefore it is essential to focus efforts where the greatest ROI can be achieved.

### Building segmentations that identify opportunities

Develop a segmentation that truly explains the category and identifies opportunities for growth is both an art and science.

### Multiple dimensions may be required

Sometimes it is necessary to combine people, occasions and needs in order to describe the category/market.

At Incite we have the skill and the experience to create sophisticated frameworks and bring them to life.

### Working collaboratively with you

The creation of a great segmentation is only the first step. It's what you do with it that counts.

We work closely with our clients to ensure that the output influences strategy.

### Identifying where to play and how to win

By combining the results from the research with your expertise and knowledge we are able to develop brand plans and prioritise who to target, when and why.

### Creating strategic plans

We run activation workshops with key stakeholders in order to implement the where to play and how to win decisions eg brand planning, portfolio management, category strategy, innovation and communications.

### What our clients say

"We were hoping we would find an attitude that united several segments of customers, an attitude that would fit well with our brand vision and purpose. We found it. The team's methodology gave us the data and strategic rigour to get the Board to focus on a core group of people whilst at the same time walk away from others."

Customer Director, White Stuff

### Contact us

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