



wholistic

a 360° understanding of
your consumers

Have you ever wanted to get under the skin of your consumer and know

NOT JUST

What she buys, Where she buys, When she buys , Why she buys

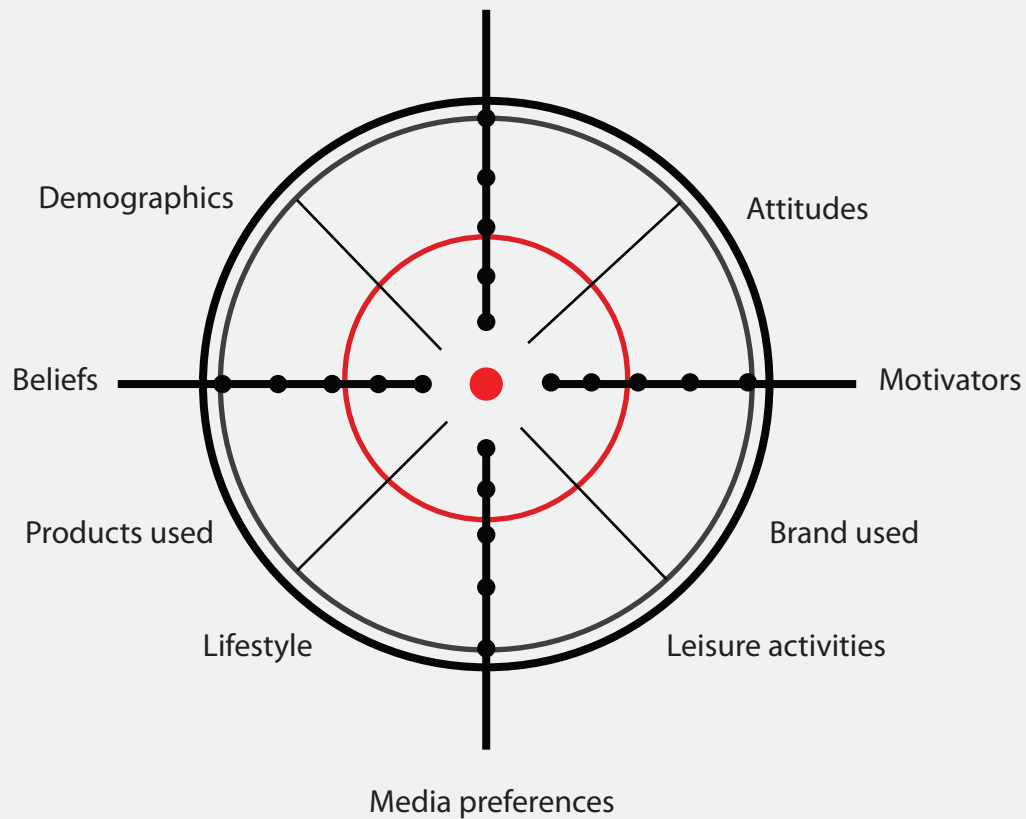
BUT ALSO

What drives her? What are her values and aspirations?

Do you also aspire to know your competitor's consumer and
how different or similar is she to your consumer?

wholistic provides a complete picture about a brand's
consumers and an insight into their lives, their interests and
their outlook on life, enabling marketing strategists to get
under the skin of their customers

What does it cover?



A complete pen picture of the target segment in terms of their

Attitude
Beliefs
Motivators

- Demographics, Product and Brand consumption behavior
- Media consumption and preference: magazines, newspapers, internet and television programmes.
- Leisure Usage and Affinity: topics of interest, hobbies, sports, holiday destinations, charities, membership, eating out and types of cuisine

Who is my core consumer and how is she different from the rest of the consumers and competition?

How do I target them?

- The report findings can aid in
- i. Developing Communication and Positioning routes
 - ii. Creating relevant marketing strategies including packaging, distribution etc
 - iii. Media targeting

SPANNING 400

Product Categories and Service Groups across

17 sectors

the reports are available for the category/categories of choice

- Appliances & Durables
- Automobile
- Beverages
(Alcoholic & Non Alcoholic)
- Clothing, Fashion & Jewelry
- Communication & Internet
- Electronics
- Fabric Care
- Financial Services
- Food
- Health Care
- Home Care
- Personal Care
- Telecom
- Tobacco
- Travel & Leisure
- Shopping & Retail
- Sports

Want to know more? Contact

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