



Welkom

50+ Marketing MasterClass:

Segmentatie en Targeting



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Dè 50-plusser bestaat niet: Segmentatie en Targeting



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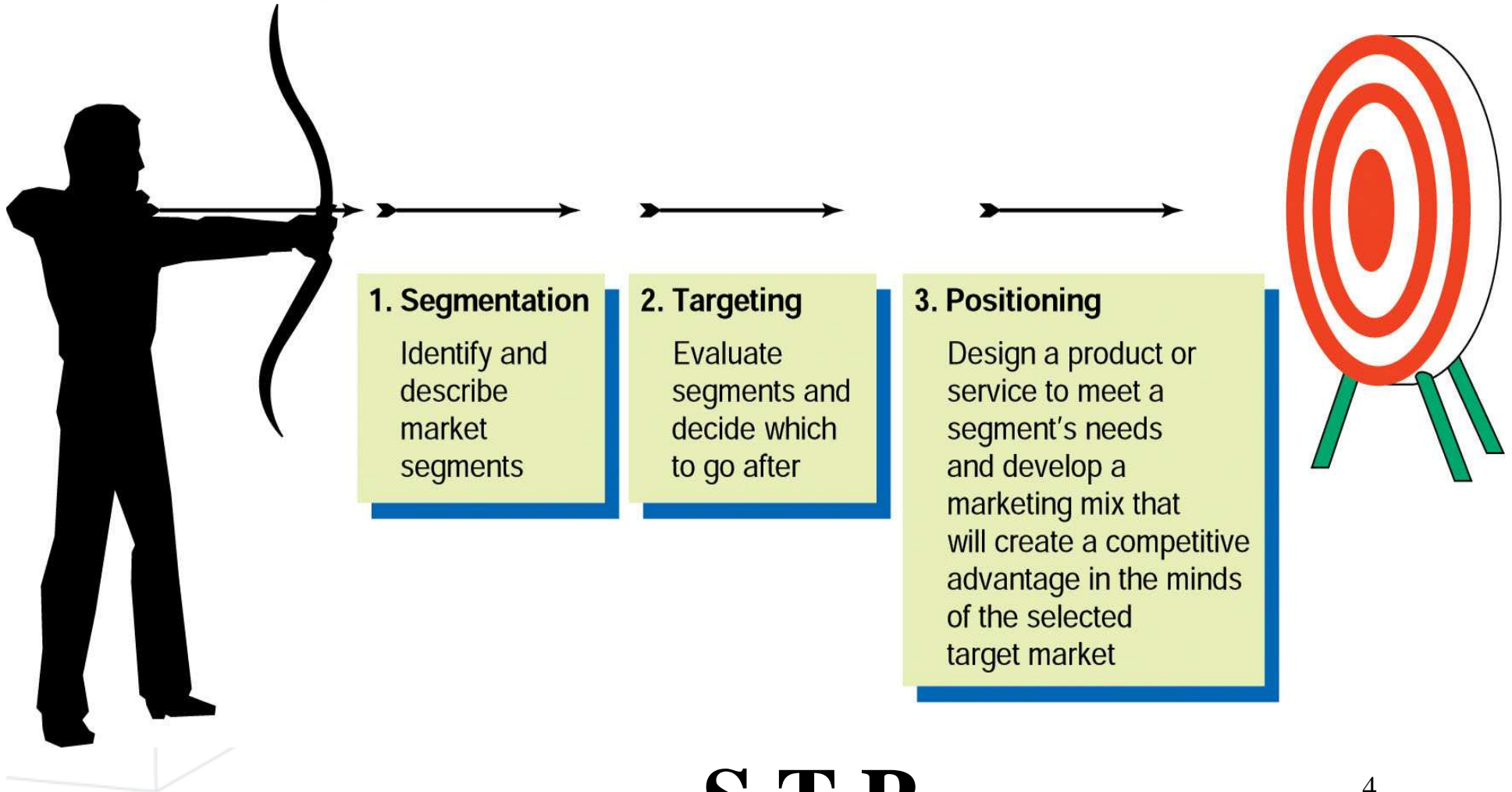
Dè 50-plusser bestaat niet:

Segmentatie en Targeting



1. Segmentation: identify and distinguish different 50+ market segments
2. Targeting: divide the 50+ market into target segments on the basis of requirements and variables for segmentation
3. Positioning: the concept

Dè 50-plusser bestaat niet: Segmentatie en Targeting



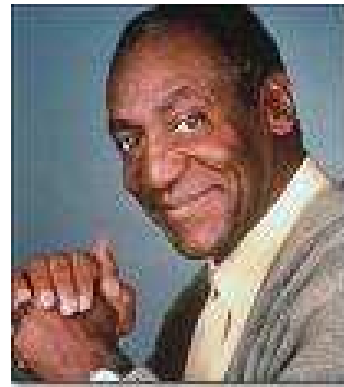
S.T.P.

Dè 50-plusser bestaat niet:

Segmentatie en Targeting

- 1. **Who** which customer segments is the company currently targeting or should it be?
- 2. **What** what value proposition does the company currently offer or should it be offering?
- 3. **How** what is the business model that underwrites the customer value proposition?

Dè 50-plusser bestaat niet: Segmentatie en Targeting



*“I don’t know the key to success, but
the key to failure is trying to please
everybody”*

Bill Cosby



Dè 50-plusser bestaat niet:

Segmentatie

• **Market segmentation** involves dividing large, heterogeneous markets into smaller segments of customers who share a similar set of needs and wants.

• **Segmentation Variables** are used to be able to split the market into actionable segments.

• The 4 major ones are:

1. Geographic Segmentation
2. Demographic Segmentation
3. Psychographic Segmentation
4. Behavioral Segmentation





Dè 50-plusser bestaat niet: Psychographic segmentation

- Dividing buyers into different groups based on:

- Social Class
- Personality Characteristics
- Lifestyle, check out

www.jdvhotels.com :

- “...our hotel concepts are inspired by guests' lifestyles rather than their demographic profile or reason for traveling.

- *The words customers use to describe their favorite hotel are the same words they use to describe themselves.”*

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(Note: Selecting more than two answers per question will give you better results.)

BEGIN

BOOK A ROOM | ARRIVAL DATE | HOTEL'S PROGRAM/CODE

SELECTING A HOTEL IS AN INTIMATE CHOICE. YOU SLEEP WITH IT. YOU SHOWER IN IT. EACH OF OUR HOTELS HAS A UNIQUE PERSONALITY. LET US HELP YOU FIND YOUR PERFECT MATCH.

Dè 50-plusser bestaat niet: Psychographic segmentation

Mosaic Netherlands Groups and Types

Group	Mosaic Group Description	% Households	Type	Mosaic Type Description	% Households
A	Free Spirits	6.96%	A01	Conservative Students	1.44%
			A02	Active Youngsters	1.62%
			A03	Less Successful	1.90%
			A04	Hedonists	2.01%
B	Educated City Dwellers	7.24%	B05	Culture Oriented	2.60%
			B06	Mini Machos	2.83%
			B07	Conscious Starters	1.81%
C	Strugglers	8.98%	C08	Multicultural and Persistent	1.43%
			C09	Young in Apartments	4.17%
			C10	Empty Wallets	3.38%
D	Dynamic Families	2.63%	D11	Successful Starters	0.68%
			D12	Modern Families	1.95%
E	Average Citizens	15.95%	E13	Casual Living	2.89%
			E14	Tolerant Thinkers	3.30%
			E15	Rooted Seniors	3.37%
			E16	Greyed Workers	3.21%
			E17	Young Enjoyment	3.18%
F	Successful Families	15.65%	F18	Family Dynamic	4.22%
			F19	Family Average	4.34%
			F20	Happy Couples	3.69%
			F21	Eccentrics	2.81%
G	Traditionalists	17.76%	G22	Conservative Families	2.92%
			G23	Young Couples	3.52%
			G24	Law Abiding Citizens	3.33%
			G25	Happy Families	1.77%
			G26	Orderly in Small Towns	3.23%
			G27	Blue Collar Workers	1.51%
			G28

Dè 50-plusser bestaat niet: Psychographic segmentation

Example Mosaic Household Group B: Educated City Dwellers



City dwellers can mostly be found in the bigger western cities of the Netherlands. They enjoy the different aspects of the city life and the opportunities they present. They are often interested in the cultural events in and around their cities. They prefer the life in the city, because it gives them the opportunity to live the exciting life they desire.

Educated city dwellers are mostly in the age of 25 to 34 years old, the majority are single and a smaller group are living together but do not have children yet.

They have a higher education and tend to be at the beginning of their careers, often starting off in quite responsible positions. A sub-set of this group is still studying and have an income below average. Within this group, the percentage of people having a loan is higher than average.

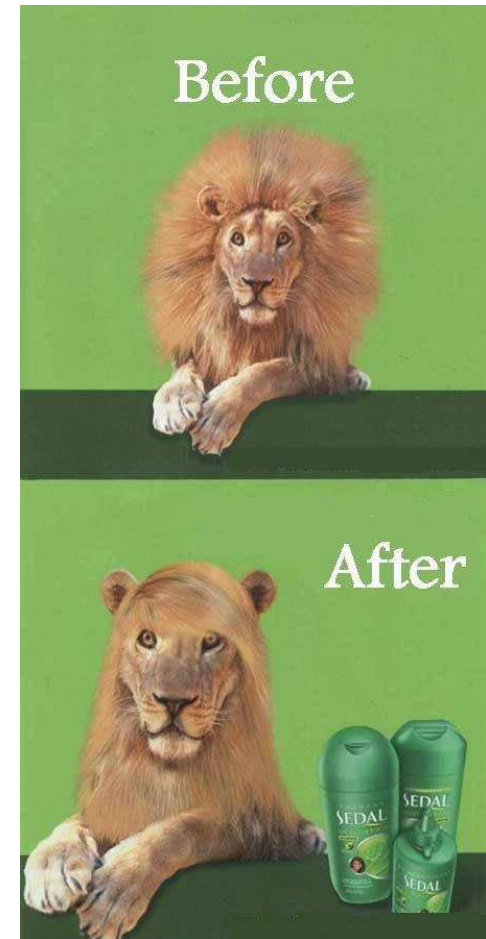
They also like to keep up to date with general events in the world. These are avid readers of newspapers and magazines, which gives them information on events happening within and outside the Netherlands. The people have broad interests and a modern lifestyle.



Dè 50-plusser bestaat niet: Behavioral segmentation

On which basis does the
mature consumer

1. Buy Shampoo?
2. Buy Butter?
3. Book a hotel room?
4. Book a holiday?



(i.e. what benefits are they looking for ?)

Dè 50-plusser bestaat niet:

Eisen aan segmentatie

Measurable

Accessible

Substantial

Differentiable

Actionable



Moschis:

Gerontographic segmentation

- People with the age of 55 years and older based on several variables that affect behavior and attitudes in life
- Psychological, social, physiological and experiences related to aging





Moschis: the Healthy Hermits

- Relatively good health
- Socially withdrawn
- Concerned with day-to-day tasks
- Likely to deny “old” age status
- Most likely experienced life events that affected self-esteem (e.g. spouse’s death, and pushed them into psychological and social withdrawal)
- Well educated
- Highest income among all gerontographic groups



Moschis:

the Ailing Outgoers



- Health conscious, even though having a relatively poor health
- Determined to remain socially active
- Health problems and such other events as retirement or a spouse's death do not diminish self-esteem or preoccupation with financial independence, security, and well-being
- Interested in learning new things
- An active consumer





Moschis: the Frail Reclusive's

- Chronic ailments, and stay isolated
- Spend most of time at home
- Concerned with personal and physical security





Moschis: the Healthy Indulgers

- Experienced the fewest potentially debilitating life events (e.g. retirement, widowhood, and chronic physical ailments)
- Behave like an under-55 consumer
- Relatively wealthy
- Focused on making the most of life



Dè 50-plusser bestaat niet: Segmentatie en Targeting



•AgeWise segmentatie model

Dè 50-plusser bestaat niet:

Targeting



Choose

or

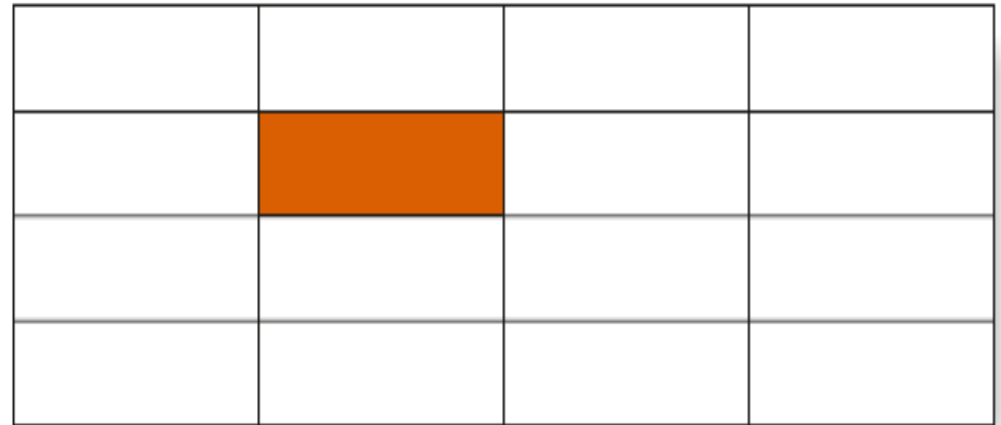
Loose !!

Dè 50-plusser bestaat niet:

Targeting strategies



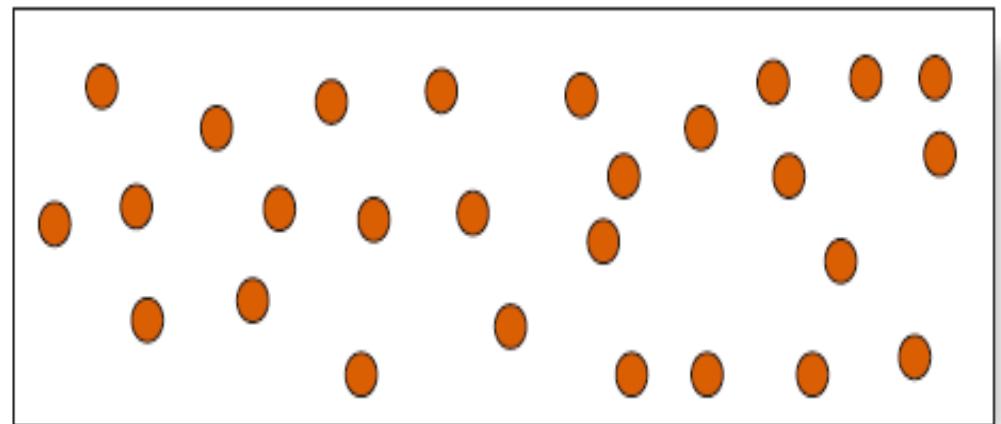
Undifferentiated Marketing



Concentrated Marketing



Differentiated Marketing



Customised Marketing



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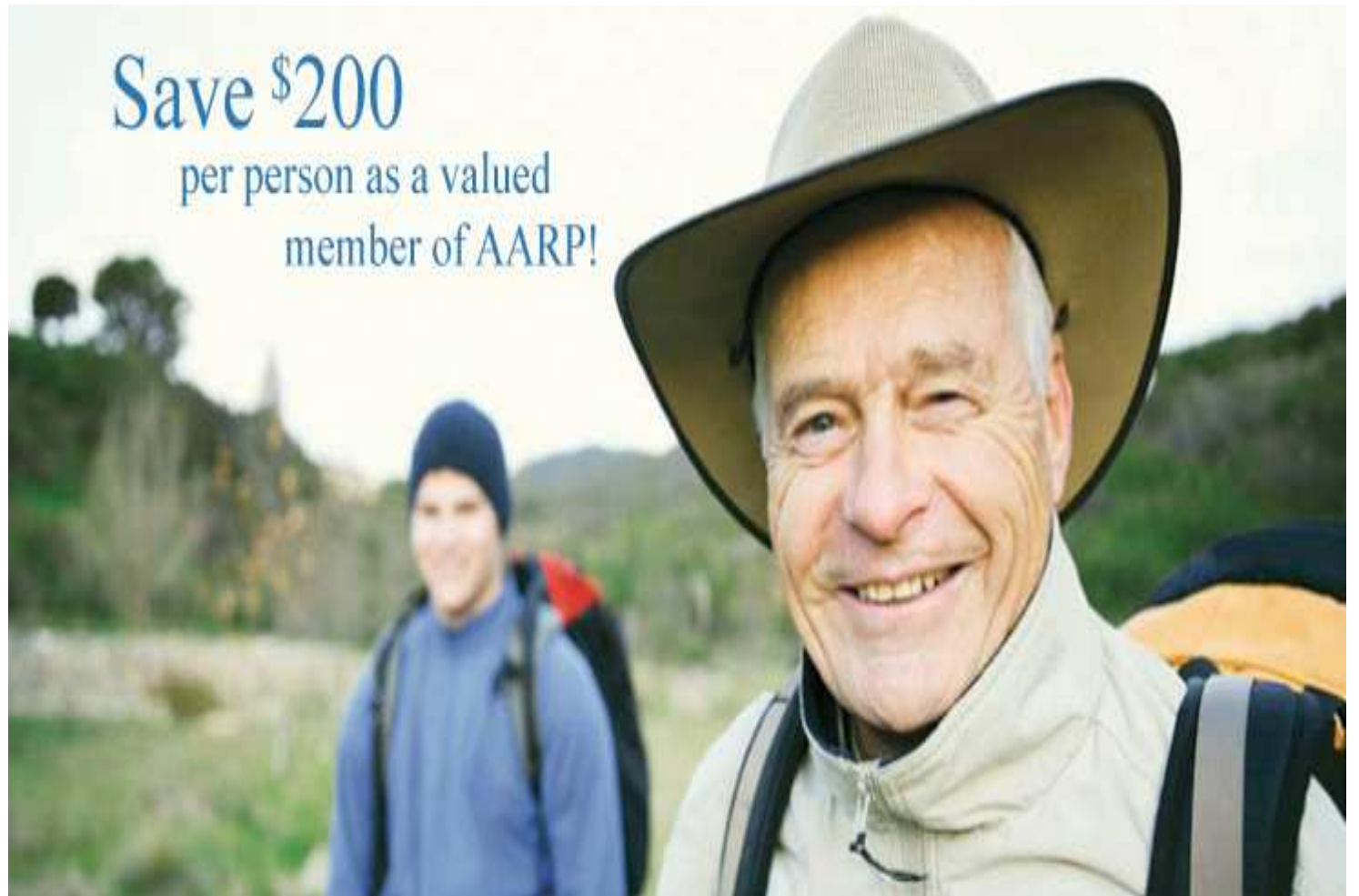
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Dè 50-plusser bestaat niet:

Positioning

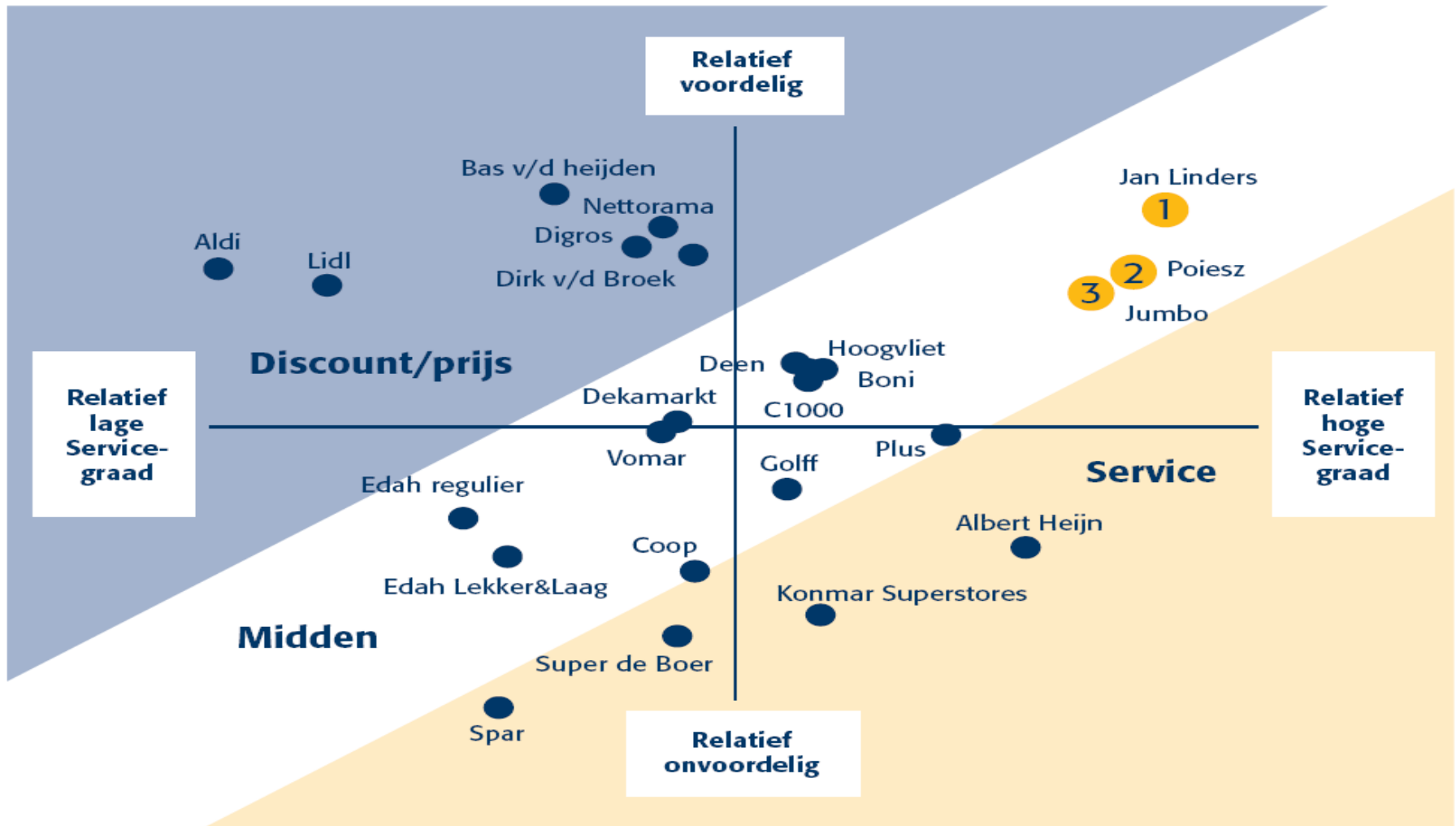
- Positioning: the act of designing the company's offering and image to occupy a **distinctive** place in the minds of the target market*
- How do marketers determine where their products actually stand in the minds of consumers?
 - Perceptual mapping



* Kottler & Keller: Marketing Management 13rd edition

Dè 50-plusser bestaat niet:

Positioning



Figuur 6.3 Het positioneringsschema



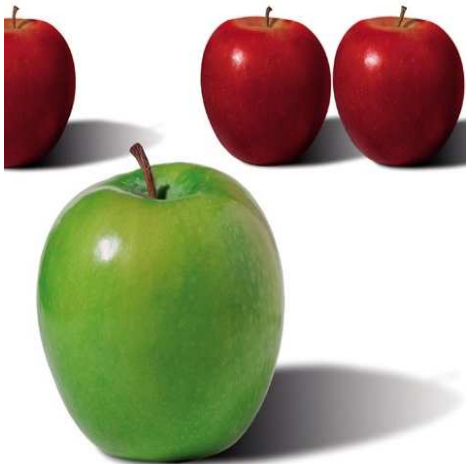
Dè 50-plusser bestaat niet:

Positioning

Again Choose !

✓ **Be Better or Be Different**

✓ **Differentiate or Die***



* Jack Trout

