

Fast Food Restaurant



Client Objective

- ❖ Strong existing understanding of own market such as brand positioning, market share and external pressures.
- ❖ Lacking understanding of where fast food fits into consumer lifestyle habits.
- ❖ TGI is able to provide a full consumer landscape picture including lifestyle habits, behavior and attitudes.



TGI Consultancy

1. Bespoke segmentation using respondent-level TGI data.

2. Identify specific cluster groups for targeting – the ‘food on the go’ groups.

3. Factor analysis to summarise attitudinal variables & dimensions on which to place segmentation.

4. Detailed profile of segments to help prioritise key targets.

Insight

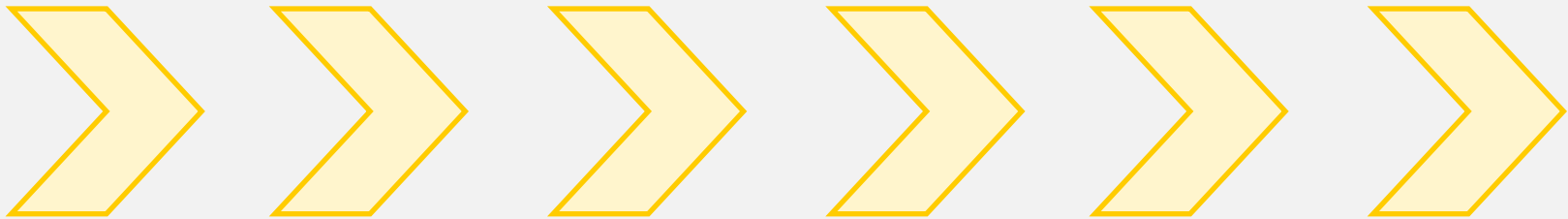


Better
understanding
of consumers
& competitors
in broader
market place

Regional
skews
identified
influence store
opening plans

Deployment

- Segmentation crucial to deliver strategy of doubling food outlets.



- Improved media targeting using segments.

