



KANTAR Media

Consumer classification/ Programmatic Target Groups

Norway November Release (Batch 1)

Programmatic Target Groups

B2B

- Self Employed (1)
- International Business Air Travellers (2)
- Domestic Business Air Travellers (3)

Lifestyle

- Early Adopters (4)
- Eco, Fair & Local (5)
- Flexitarians (7)
- Attractive (8)
- Techies (9)
- BeautyBabes (10)
- SportsEnthusiasts (11)
- Foodies (12)
- Food Conscious (13)
- Interior Design (15)
- Green Fingers (16)
- Crafts (17)
- MotorManiacs (18)
- CardioCravers (19)
- Adrenalin Junkies (20)
- Devoted Exercisers (21)
- Online Gamblers (22)
- Movers (23)
- Gamers (24)
- The Well-To-Do (25)
- Winter Sports (26)
- Lifecycle (27-35)
- Impulsives (59)
- Interior Practicals (60)

Categories

- High Spenders (36-33, 47-48, 61-63, 64)
- Purchase intent (50-51,53-58, 65-66)

Descriptions

B2B



Self Employed

Description: With decision power both in a household and in their commercial business the Own Employed are a commercial and communicative goldmine. Two budgets with one stone...



International Business Air Travellers

Description: Communicate with hard to reach decision makers on the go who are business travelling outside of Norway.



Domestic Business Air Travellers

Description: Communicate with hard to reach decision makers on the go who are business travelling within Norway.

Life Style segments



Early Adopters

Description: This is the target group that lives, breath and would probably die for the possibility to try a new brand or product, preferably before anyone else does it.



Eco, Fair & Local

Description: Our 'do good-target group', perfect if you want to reach out with eco-friendly, ethical or Fairtrade messages, products and brands.



Flexitarians

Description: If you want to reach people who cut down on meat and eat more 'green' as well as vegetarians this is the target group for you. Here you target people that have done an active choice to eat more vegetarian, even though some of them still eat animal based food to some extent.



Attractive

Description: This well-dressed, fashionable and health conscious target group is perfect to target as their purchase intention button always is *on* - after all, being attractive is the goal.



Techies

Description: Want to sell new technology products or promote tech brands, target the Techies. This up to date on new technology group wants the newest technology in their household, and they are prepared to spend money on getting it.



BeautyBabes

Description: Fashion may be their key interest, but beauty care, health awareness and interior design triggers the BeautyBabes as well. They shop for pleasure and recreation and are always chasing beautiful and new products.



SportEnthusiasts

Description: Want to talk to sport junkies? Then this is the target group for you. Whether it is football, ice hockey, handball, athletics or any other sport - they know all about it, and love it. And if you ever wonder who visits sport events or read all the sports articles, or watch the latest games on TV for that matter, the answer is the SportEnthusiasts.



Foodies

Description: The way to these consumers' minds are through their stomachs. Food and wine, whether it is fine dining at restaurants or trying new exciting products at home in their modern kitchen, the foodies love it all.



Food Conscious

Description: 'You are what you eat' is the motto for this target group. As they devour everything they can find linked to healthy food, this group also keeps a firm focus striving for a healthy body and they are ready to pay for it.



Interior Design

Description: If you want to reach 'Interior Design gurus' this is the target group for you. Always on the hunt for new inspiration and ideas to further develop their stylish homes.



Green Fingers

Description: Besides their ability to make plants grow and their knowledge about gardening, this target group shares a passion for the environment and a healthy way of living. They manifest their care for Mother Nature by putting their money on eco-friendly and locally produced plants as well as food and goods.



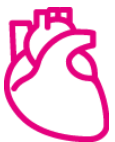
Crafts

Description: Crafts unite generations and delivers a creative and productive target group that is always on the search for new ideas and inspiration.



MotorManiacs

Description: Cars, motorbikes and all other things that you can drive - this target group loves them all. They are updated on newest technology and spend more than average on home electronics, machine tools and white goods.



CardioCravers

Description: Do you want to reach a super active target group to whom training and exercise always is present? Target these multi athletes when it comes to both outdoor and indoor activities, whether it is cycling, cross country skiing, conducting fitness training or working out with weights. The aim is clear, a healthy lifestyle for both body and mind.



Adrenalin Junkies

Description: If you want to reach a youthful, adventurous and active target group the Adrenalin Junkies is what you seek. Neither risks nor change scare them, on the contrary. To seize the day excites them and challenges attracts. Training and health aspects has a fundamental impact on this group, which reflects in their spending as they spend more than average on both sports equipment and training.



Devoted Exercisers

Description: Training is essential to this group and they invest both time and money in it. They value their health and looks and are high spenders on sports-/leisure equipment, training and health articles.



Winter Sports

Description: A youthful target group consisting of younger persons and those in the younger middle ages. An adventurous group that are fans of outdoor activities and action sports. Do often have children.



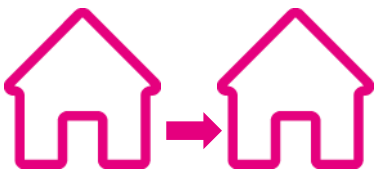
Online Gamblers

Description: Mainly a male target group with an overall interest for sports, which they follow live, on tv and read about. High spenders on tips (pools) and lottery. Besides sports and gambling a large interest is gadgets and new technology.



Gamers

Description: A young digital target group (millennials and generation z) that play and follow e-sport. Major interest are computers, playing computer and tv-games, movie and hi-fi systems and new technology in general.



Movers

Description: Moving can change your life - and everything that goes along with it. This is a target group that in the near future will change their way of living, something that will affect their consumer behaviour as well as their direct consumption. Furniture, communications, schools, the list of products and services is endless.



The Well-to-do

Description: High performing people in well-to-do households characterized by high income and high purchase power. A target group that spend more than average on most goods and services.



Impulsives

Description: People who agrees that they often does things on impulse. A target group that might be convinced react spontaneously on an attractive commercial offering, whether it's a product, service or adventure.



Home interior practicals

Description: These people likes to read or watch content in media that covers practical advice and tips on home interior. Most likely, a big portion of this target group are what you might call "Do It Yourself (DIY)" peoples, or they have a DIY in the house they like to activate!

Lifecycle

Young & Free

Description: This target group is between 16 and 24 years old. Most likely, a large portion of the segment still lives at home.

Singles

Description: Singles 24 to 64 years old (approx. 40% is between 25 and 34 y.o). No kids.

Couples no kids

Description: Here you meet both the young who doesn't have any children yet, and some elderly couples. More than 50% are between 20 and 34 years old. Most of them work full time and thus have a very good financial situation and time to spend as well.

Infant years

Description: Couples with kids up to 6 years old. 55% are between 30 and 39 years old. This group lives a very busy life and are big consumers of almost everything, they are also establishing new consumption patterns.

School kids

Description: Couples with kids between 7 and 17 years old. Around 70% are between 40 and 54 years old. This group has the highest income and thus more purchase power of all segments in the lifecycle model.

Single parents

Description: Parents who have children (0-17 years old) who either live with them part or full time.

Empty nesters

Description: Aged between 50 and 64 years old. This target group have a good income and more time than most other groups.

Senior couples

Description: Retired couples, often less money compared to the "empty nesters".

Single pensioner

Description: Nearly 65% are in the age group 60-74 years, and 35% are 75 years or older.

Categories

High spenders

Reach the high spenders in your product or service category.

Shoes

Description: Those who are high spenders on shoes stands for approximately 70% of the total consumption of shoes.

Menswear

Description: Those who are high spenders on menswear stands for approximately 75-80% of the total consumption of menswear.

Ladieswear

Description: Those who are high spenders on ladieswear stands for approximately 80% of the total consumption of ladieswear.

Children's wear

Description: Those who are high spenders on children's wear stands for around 70% of the total consumption of children's wear.

Sport/leisure equipment

Description: Those who are high spenders on sport/leisure equipment stands for almost 70% of the total consumption of sport/leisure equipment.

Training

Description: Those who are high spenders on training stands for approximately 80% of the total consumption of training.

Tips (pools) and lottery

Description: Those who are high spenders on tips (pools) and lottery stands for over 75% of the total consumption of tips (pools) and lottery.

Charity

Description: Those who tends to donate more to charities than others do. This group account for approximately 80% of donations to charities.

Building material

Description: Those who are high spenders on building material stands for about 85% of the total consumption building material.

Home electronics (Consumer electronics)

Description: Those who are high spenders on home electronics stands for over 80% of the total consumption of home electronics.

Amusement & entertainment

Description: Spends more on amusement (restaurant, pub, café etc.) & entertainment (cinema, concerts, theatre etc.) than the population. On average this target group share of total spend on amusement and entertainment is approx. 80%!

Cosmetics, skin-&haircare

Description: Spends more on Cosmetics, skin-&haircare than the population and accounts for nearly two thirds of all money spent across this category.

Eyewear

Description: Spends more on Eyewear and products bought at opticians than the population. This group accounts for approx. 90% of money spent within this category!

Internet shoppers

Description: Those who prefer to do shopping online rather than in a physical store. They most likely represents a big share of total money spent on shopping online.

Purchase intent

Description: Are planning to buy within two years.

These purchase intent target groups are highly relevant as they are close to the point of purchase and also to a high extent contribute to the total consumption within the various categories.

Home Alarm

(House- and/or fire alarm connected to an alarm central)

White Goods

(Fridge, freezer, stove/oven, microwave oven, gas oven, gas grill/BBQ, coffee/espresso machine/maker, dryer, sewing machine, food processor or washing machine)

Motor Toys

(4-wheel motor cycle, tractor or snowmobile)

Water Toys

(Boat or jetski)

TechEntertainment

(TV, home cinema, record player or hi-fi system)

Photo

(Compact camera or system camera)

NewTech

(VR-goggles or digital voice assistant)

Large Interior

(Sofa, armchair, bed or sofa bed)

Bathroom refurbishment

(Plans to do any kind of refurbishment to Bathroom next 12 months)

Kitchen refurbishment

(Plans to do any kind of refurbishment to Kitchen next 12 months)