



smart
service

SBA

SMART BEINGS ANALYSIS®

Documento de Apoyo

■ Welcome

Welcome to this support document that will serve to explain further what **Smarter Marketing** can do for your company.

In this occasion we present our service:

SMART BEINGS ANALYSIS®

■ Definition

Smartbeings® is a qualitative technique which objective is to achieve a deep understanding of the archetype that can coexist in the different segments of research.

■ Background

An archetype is defined as a “character or situation, original and primary, that becomes a behavior model”. Research of this archetype is a basic matter in market research nowadays, as it helps us understand the innate perception and intuition that determines the perception of the consumer/costumer world.



SMART BEINGS ANALYSIS ®



■ Reach. When to use it?

Knowing the archetypes that drive consumers helps to understand all the psychological and emotional load that interferes in the purchase decision.

This research is recommended for young, starting companies, and for those who redesign their image, widen their market and/or introduce new products and services.

To know all the archetypes is to know the psychological and emotional needs of your target and therefore satisfy them better.



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