



**SMART NEED STATES®**

**Support Document**



## ■ Welcome

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

In this occasion we present our service:

# SMART NEED STATES ®

## ■ Objective

The objective of the need states is to understand and divide in segments the consumers according to their purchase and consumption dynamic and overall behavior.

It is intended to determine an attitude and value profile of the consumers that allows a deep understanding of the segments determined to classify their purchase habits.

Identify the variables of target identification to be able to determine communication strategies.

Finally, identify the positioning of the brands on the different segments of the market.

## ■ Research Rational

Need States provides a precise understanding of the needs that drive the purchase and consumption of determined products and services.

While segmenting by needs and not by psychographic clusters, we look for the needs with a higher incidence in the gross of our target group, precisely those with a closer approach to the target.

We avoid allocating the product in just one cluster or specific group, restraining product consumption.

## ■ Concept Evaluation (optional)

In the case of a new brand introduction , a concept evaluation test can be integrated at the end of the research. Adding a concept evaluation allows us, through the Top-box Purchase Intent, to conduct statistic analysis and multiple regressions to cross check positioning and branding.



SMART NEED STATES ®



## ■ Reach. When to use it?

Develop new markets to position a new proposal

Estimate the size of an adequate segment of the market, as well as the sales and penetration potential.

Allows identification of a more appropriate and coherent segments of the market for a determined product or service.

Eases focusing specific marketing efforts in a determined market.

Allows feasibility scenarios, estimating how different a specific segment can behave compared to the rest of the population, in order to apply special marketing programs.

To calculate stability, as the future plans and strategies are based on past data, segments should be reasonably stable through the time.

Allows understanding of the specific segments of the market, as well as the classification of the purchasing attitudes and identification of the positioning by brand, to determine the communication strategies by consumer need profile.



Oklahoma 151  
Col. Nápoles  
México D.F. 03810  
Tel. (52 55) 5687-9091  
Fax. (52 55) 5687-9311

[www.smartketing-research.com](http://www.smartketing-research.com)