

Challenge

To identify the highest potential consumer segments for their marketing and communications programs, a manufacturer of home décor products wanted to update and revise its consumer segmentation. The new segmentation should:

- Help shift the focus of product design, development, and marketing from a product-driven perspective to one driven by customer wants, needs, and personal tastes.
- Help forge a more emotional connection with the consumer through understanding their motivations and attitudes toward painting and decorating.
- Allow cross functional teams within the company to assess their ability to own and sustain key segments in order to align positioning and marketing strategies.

Solution

Morpace applied innovative research techniques in close collaboration with the various stakeholder groups within the company to produce an actionable segmentation scheme:

- Focused on segmentation variables related to decorating and style, home improvement, and emotional connection to the home.
- Incorporated a max-diff technique to measure key attributes.
- Utilized latent class analysis and a multidimensional segmentation approach to derive the final segments.
- Developed SWOT analyses and action plans for key segments.

Outcome

Results were presented in a management friendly fashion and rolled out to larger teams through action planning workshops. Project contributed to a shift from a product-driven marketing focus to one emphasizing consumers' own sense of decorating and style.

“Morpace helped us thoroughly understand our segments by bringing them to life in action planning workshops.”

Home Décor Company



All About Me

- My home is for me
- Accent pillows are decorating
- Concerned with comfort over the latest style trend

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