

HOW WELL do you understand your brand's target audiences? Do you know which targets can have the greatest impact on your brand, both short and long-term?

The world's most successful brands target only a fraction of their potential category users.

Quest believes it is critical to define your brand's "who" in order to understand the prime prospects for your brand those who form the foundation of your business – and how to market to them successfully.



*segment***VUE**

Enter *segmentVUE*:

a robust quantitative segmentation initiative that generates a deeper understanding of a brand's true target. *segmentVUE* delivers clear direction on who to focus on – and who to ignore – when it comes to product development and marketing efforts.

WHAT YOU GET

- Segments based on attitudes and category needs
- Quantification of each target's size and analysis of its potential value – both to the category and to your brand
- Quantification of behaviors, mindsets, category needs, and category frustrations
- Identification of your prime prospects - those which:
 - Are large enough to consider
 - Your brand has the "right to win"
 - Are truly actionable

ACTIONABILITY

- Target comprehension – understand who to focus on for near-term growth as well as a broader group of consumers you want your brand to appeal to long-term
- Specific category need opportunity areas (emotional and functional) for product or marketing optimization