

WORLD OF GLOCALITIES

EXPLORE & PROFILE YOUR TARGET AUDIENCE



Web-based tool for experts in:
Branding - Innovations - Sustainability - Research - Business development



Global insights for growth at your fingertips

Companies have a constant need to target specific audiences that will fuel future growth, but they are often still in the dark when it comes to who these people are and what their outlook on life is beyond the company's product category. Once you obtain a deeper understanding of your target audience, you see clear opportunities to adapt your communications and strategic positioning to these people's needs and values.

The World of Glocalities is a web based analytics tool that enables you to align your brand positioning directly to target audiences that fuel growth.



Save time and money with direct answers to:

- What is the values and lifestyle profile of my target audience?
- How can I communicate and engage with consumers more effectively? What story to tell?
- Where should I adapt my positioning to ensure future growth?
- What is the profile of Millennials?
- How can I integrate sustainability into my branding strategy?
- Where to expand next? Which countries and target groups offer the greatest potential?
- How can I create a stronger alignment between global and local strategies?

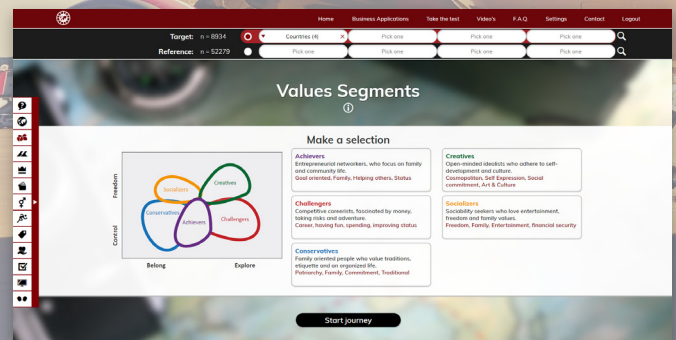
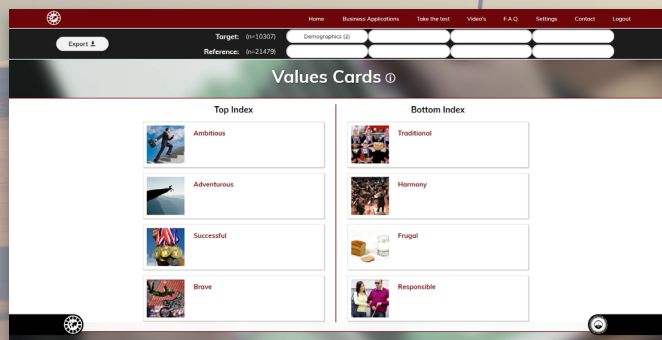
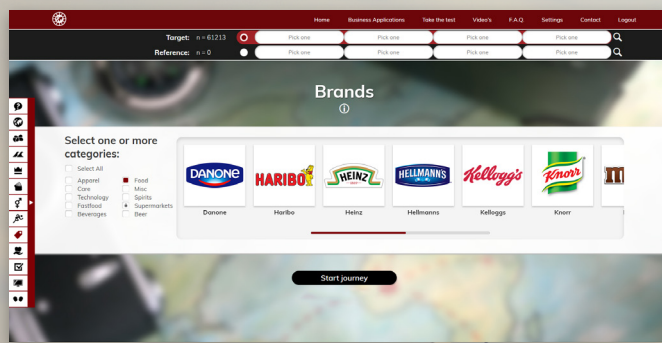


Select your target and make the journey!

With this research based analytics tool, you have the opportunity to select a specific target audience and make a visual journey along their most differentiating traits. You can profile highly relevant target audiences in comparison to a specific reference group or to the rest of the global or national population concerning many topics.

The World of Glocalities application in each selected journey delivers an average of over 120 relevant and fact-based traits of your target audience, which provide inspiration and input for communications, brand design and consumer engagement purposes.

Profiling your audience: screenshots



About the Glocalities survey

The Glocalities survey was conducted in 27 countries that cover 63% of the world population and represent 80% of the world economy. We surveyed more than 61,000 respondents in 15 languages between January and February 2018 (see glocalities.com).

The respondents were recontacted and more than 31,000 people participated in the second phase of the project. Numerous global and local brands were included in this phase and the data obtained forms the basis of the World of Glocalities. The data were weighted to national census figures with respect to age, education, region and gender.

What will the tool present?

The tool is specifically designed to present the most distinguishing traits of the selected target audience when compared to another group in the population (reference group), based on normalized scores and indexes.

The built-in algorithms and selection procedure minimize culturally and group specific answering patterns that appear in global surveys. Users have access to the following profiling features: values segments, trends, archetypes, values cards, lifestyle, persuasion, brand and media consumption, charity and sustainability and politics.

How to obtain a license?

If you are interested in becoming a licensee please contact m.lampert@glocalities.com or r.schoemaker@glocalities.com. A demo video can be found at www.worldofglocalities.com where you can also register for a demo account.



Learn more about the Glocalities program and other services at www.glocalities.com.

Processes the web-based tool will improve:

- Consumer insight generation
- Strategic & tactical marketing
- New product development
- Workshops

Try the demo at
worldofglocalities.com