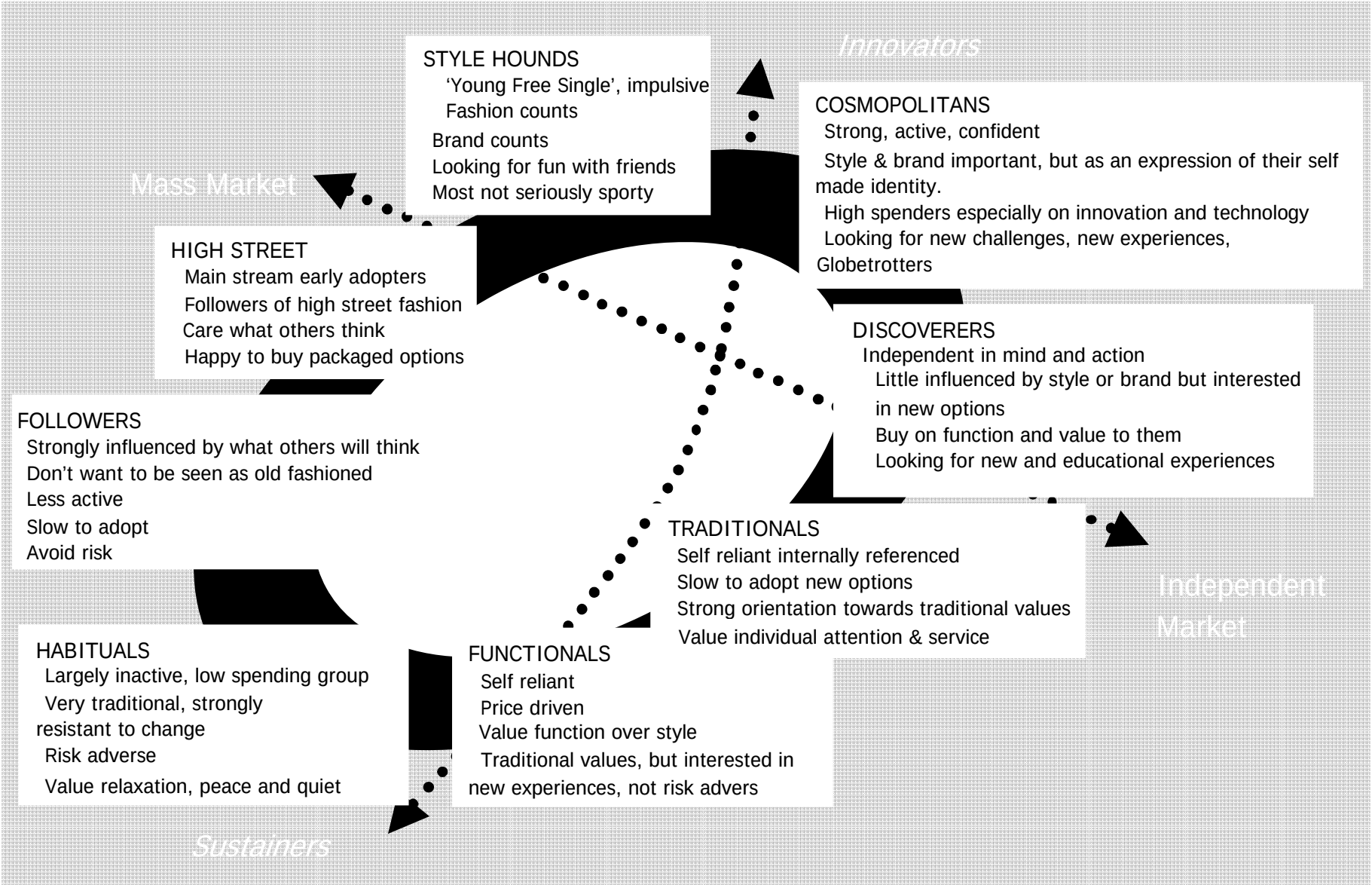
Innovators
STYLE HOUNDS
'Young Free Single', impulsive
Fashion counts
Brand counts
Looking for fun with friends
Most not seriously sporty
COSMOPOLITANS
Strong, active, confident
Style & brand important, but as an expression of their self made identity.
High spenders especially on innovation and technology
Looking for new challenges, new experiences, Globetrotters
Mass Market
HIGH STREET
Main stream early adopters
Followers of high street fashion
Care what others think
Happy to buy packaged options
DISCOVERERS
Independent in mind and action
Little influenced by style or brand but interested in new options
Buy on function and value to them
Looking for new and educational experiences
FOLLOWERS
Strongly influenced by what others will think
Don't want to be seen as old fashioned
Less active
Slow to adopt
Avoid risk
TRADITIONALS
Self reliant internally referenced
Slow to adopt new options
Strong orientation towards traditional values
Value individual attention & service
Independent Market
HABITUALS
Largely inactive, low spending group
Very traditional, strongly resistant to change
Risk adverse
Value relaxation, peace and quiet
FUNCTIONALS
Self reliant
Price driven
Value function over style
Traditional values, but interested in new experiences, not risk advers
Sustainers