



Consumers may look alike, but **are** infinitely different

If you need to know precisely who your consumers are, why they behave as they do (either through conscious or unconscious drivers) and how they react to media and marketing strategies, TGI's Why Code will deliver maximum benefit. The "why" question can often leave marketers feeling like they're playing at Freudian psychoanalysis... TGI has designed the Why Code to identify the conscious and unconscious mechanisms that interact in people's decision-making processes. By uncovering these mechanisms, the insights empower to understand consumers' motivations.

The WHY Code is comprised of the following suite of tools:

Social DNA

Understanding the roots of unconscious motivations, which provide an over-arching context of what makes consumers 'tick' at the most fundamental level. This segmentation has been created of the entire TGI universe (drawing upon existing and new measures on TGI), into nine mutually exclusive groups by the mix of economic and cultural 'capital' they possess.

Lifestyle statements

A wide range of lifestyle statements across a choice of categories (including new statements developed specially for the WHY Code) are measured. These explore the semi-conscious values that drive category, brand usage and engagement.

Conscious choices

These encapsulate the specific rational motives for choosing a particular product or service. Conscious choices are tested in a customised manner over a variety of key categories including food, toiletries, motoring, mobile phones, household products, etc. Respondents evaluate the most important criteria amongst key components of the marketing mix, such as brand, price or product features.

The benefits of accessing TGI's WHY Code

- Draw on a suite of tools for understanding the 'why', based on tried and tested commercial and academic expertise.
- Understand why consumers make particular decisions, from unconscious values to purely conscious choices, to effectively influence any stage of the consumer decision process.
- Differentiate the consumer motivations you can influence from those that are inflexible, and adapt communication strategies accordingly.
- Exploit a range of practical marketing applications, from exploratory research, brand positioning, product design and innovation, to targeting and communications.

The WHY Code can be used to:

- Improve a vague or imprecise brief
- Support a pitch
- Challenge a brief

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