

7.11 Positioning print media within a national typology

INTRODUCTION

For a number of years, Belgian marketing and advertising executives — aware of and concerned with the necessity for a more and more segmented approach — have been asking for more and more efficient classification criteria, actually correlating with the likelihood of a positive response to specific concepts and products. Several attempts have been made to build a bridge between the interests, desires and language of marketing managers and those of media planners.

We have tried positioning the various media (and, more precisely, their readers/viewers) in function of the attitudinal criteria which were most likely to underline/explain equally consumption of specific products, acceptance of specific concepts, and positive reaction to specific corporate image aspects and messages. Some of these early attempts at media positioning were commented on at New Orleans in 1981:

(a) the development, as early as in 1969, of attitude scales based on consumption patterns and covering aspects such as concern with health, interest in innovations, propensity to spend, etc.

(b) the construction of a first typology (segmentation), where all Belgian consumers were clustered/regrouped in function of their consumption/purchase patterns, illustrating their reactions to the Consumer Society;

(c) the identification and measurement of a series of attitudes underlying the choice and reading of various daily newspapers (which were also later used for analysing markets and profiling customers of individual brands, products, and institutions).

In the same way, this paper provides information about more recent work we have carried out in order to develop operational, predictive segmentation criteria, and to position the media in those same terms from the same points of view.

Two examples are briefly presented. The first one is in the same line as those listed above, and refers to a 'typology (segmentation) of Belgian women' which has proved particularly useful for analysing markets, identifying potentials and assessing the efficiency/usefulness of the various media in the same terms. The second one — very much up-to-date because the results came out about seven days ago — refers to a

system of measurement of the socio-cultural trends in our country.

EXAMPLE 1: A TYPOLOGY (SEGMENTATION) OF BELGIAN WOMEN

Objectives and methodology

This was done in cooperation with McCann-Erickson Belgium, and the active variables, used for defining the individual profiles, were the purchase, consumption and heavy consumption of products, and the heavy or frequent use of services.

Brief summary of the results

The nine typical consumption patterns were defined as follows:

	<i>% of all women</i>
1 In the fifties and concerned with health.	17.5
2 Unconditionally in favour of credit (loans)	9.6
3 Modern and Extrovert	7.9
4 Traditional and 'bourgeois'	6.3
5 Parochial urban women	6.0
6 Young snack-eaters (grignoteurs)	5.3
7 Low-level consumers	36.8
8 Well-off and discriminating	7.0
9 The 'sports-shoe generation'	2.9

Each of those clusters was described in function of consumption patterns of products/services; socio-economical profiles and other demographic; contacts with the various media; and a psychological profile (in fact deduced from the above descriptions).

The day-to-day use of the results

The division of the female population has proved very useful in the definition of the potential target groups for numerous types of products. For example, when the average consumption level (incidence or volume) of particular products is indexed at 100, in the total universe, we obtain the following figures:

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<i>for Cluster 3: Modern and Extrovert</i>	
extra light (LTN) cigarettes	694
luxury light beers	358
pils type beers out of home	352
medical tooth paste	354
<i>for Cluster 4: Traditional and 'bourgeois'</i>	
hairdresser once a week	655
hairspray	470
wine at home	330
foam bath	299
<i>for Cluster 6: Young snack-eaters</i>	
candy bars	1125
wafers	887
potato chips	644
chewing gum	592

Positioning the media

A correspondence analysis technique was applied to cross-analyse the proximities between clusters and the relative characteristics (ie. the gravity centres) of the 'average reader' of a number of media.

The main underlying combinations of attitudes, which generated the set of coordinates in which readers would be positioned, can be described as follows. (See **Figures 1 and 2**):

(a) Axis 1, explaining as much as 51% of the total variance, and obviously opposing youthfulness and carefree attitudes against older and conventional women, highly concerned with their person and appearance.

(b) Axis 2, accounting for 26% fo the total variance and mostly related to modernism and extroversion at one extreme and 'bourgeois', well-off attitudes at the other;

(c) Axis 3, explaining 13% of the total variance and isolating the big spenders.

In this present paper, dealing only with the technical aspects of these applications, we show the relative positionings of specific groups or types of media: youth periodicals; movies; Belgium women's periodicals as opposed to foreign (French) women's periodicals: daily newspapers; news magazines; door-to-door free magazines; and advertising on TV, it being emphasized that individual publications within the same type/group still can have quite different specific positionings. These specificities are precisely the kind of information media planners look for (**Figure 3 and 4**).

EXAMPLE 2: THE SOCIO-CULTURAL TRENDS (BELGIUM)

Methodology

In line with developmental work carried out by

COFREMCA in France and its RISC partners in numerous countries (including Canada, Australia, South Africa), and to some extent in the direction of the VALS Typology developed by SRI in the USA, we decided to launch a specific survey analysing not simply behavioural patterns but socio-cultural trends instead. The trends measured in France and the Netherlands, along with the items used for measuring them, were tested, for relevance and discriminative power, in qualitative research projects.

The resulting questionnaire was administered to 2,500 individuals, and a principal components analysis technique was used for isolating objectively the underlying social sensitivities.

The resultant socio-cultural trends (see **Table 1**) cover a very broad spectrum and can be used not only for describing the current and/or potential consumers/users of given products/services, and not only for describing the readers/viewers of individual media and assessing the ability of such media to reach target groups defined in those terms, but also for analysing the compatibility between the editorial content of a medium and the sensitivities of its readers, the corporate image of a Bank and the sensitivities of its customers/prospects, the socio-cultural trends touched on by advertising and the sensitivities of the target group and so on.

A national typology

Figure 5 shows the relative positions of the various socio-cultural trends we measured, at least as far as the first two axes are concerned. Using the scores obtained for each of those trends, we clustered Belgian adults and isolated six groups which can be briefly characterised as follows:

Cluster 4 (12% of the total population)

ahead of most of the trends; open to change/ evolution; lust for life/today and now

Cluster 3 (14%)

active social life, but obviously autonomous; selfsecure and selfsufficient; affective and sensitive, however

Cluster 6 (14%)

highly sensitive to social norms; much concerned with others' judgements; status seekers; want order and success (establishment).

Cluster 1 (26%)

not quite extrovert; living in peace/rather conservatists

Cluster 5 (15%)

refuse the social norms of success, status, money as a yardstick; not constructive in their quite coartative approach; not much concerned with the outside world

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Cluster 2 (19%)

still against the social norms of success but more constructive than cluster 5; seek to adapt themselves to society.

Positioning media

Also in **Figure 5**, the selection of a few publications (DA for dailies, MA for News Magazines, BW for Belgian women's periodicals, FW for French women's periodicals, TV for TV magazines) is sufficient to illustrate our rationale and, we think, to demonstrate the discriminative power of such tools.

TABLE 1
Socio-cultural trends (increases or decreases) in Belgium

1	Expression of personality	10	Less sex differentiation
2	Professional development	11	Sexual permissiveness
3	Polysensualism	12	Sensitivity to environment
4	Taste for risk	13	Less attachment to order
5	Hedonism	14	Narcissistic egotism
6	Openmindedness for changes	15	Back to nature
7	Sensitivity to social constraints	16	Health and fitness concerns
8	Non-achievement	17	Need for roots
9	Rejection of normative authority	18	Anti-accumulation
		19	Reject money as a yardstick
		20	Attraction for the irrational
		21	Integration of time (duration)
		22	Simplification of life
		23	Collective affects
		24	Well-integrated femininity
		25	Sensitivity to manipulations
		26	Plasticity to norms
		27	Decreased confidence in Belgium
		28	Personal creativity
		29	Anti-status
		30	Introception
		31	Environmentalism
		32	High pressure
		33	Concern with personal appearance
		34	Sensitivity to violence
		35	Mobile roots
		36	Resistant to manipulation
		37	The search for the new

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FIGURE 1
Positioning the clusters (i)

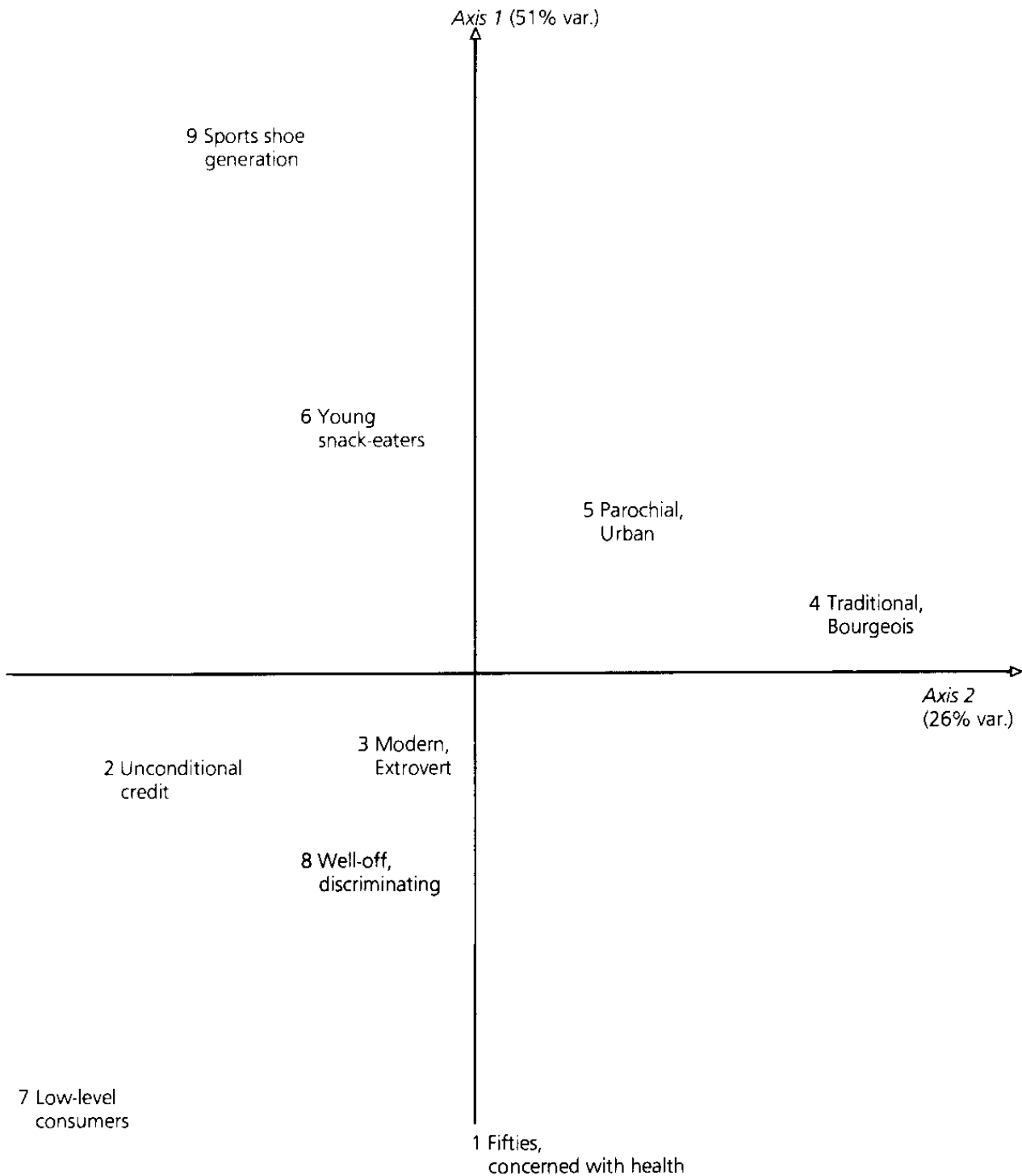


FIGURE 2
Positioning the clusters (ii)

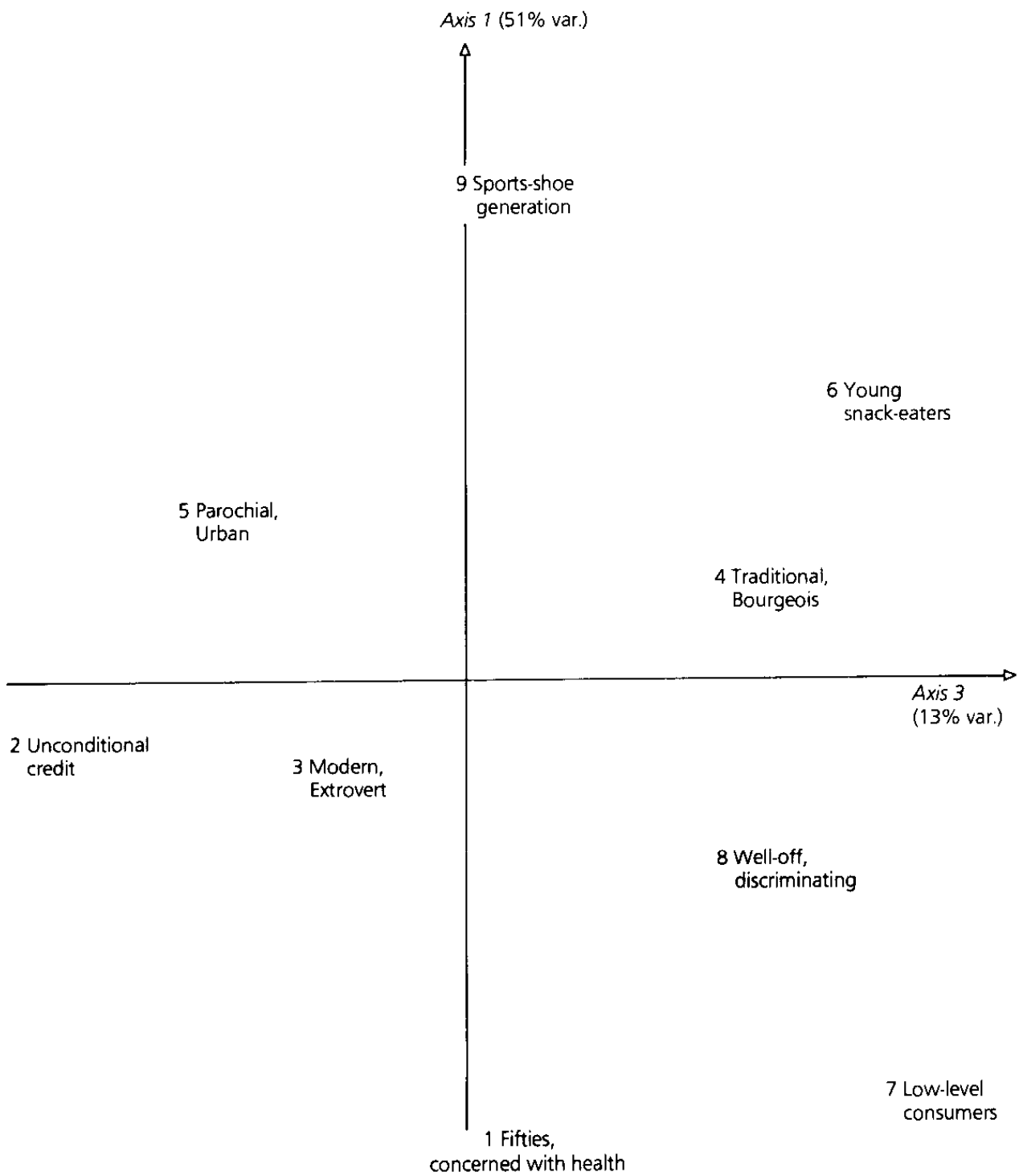
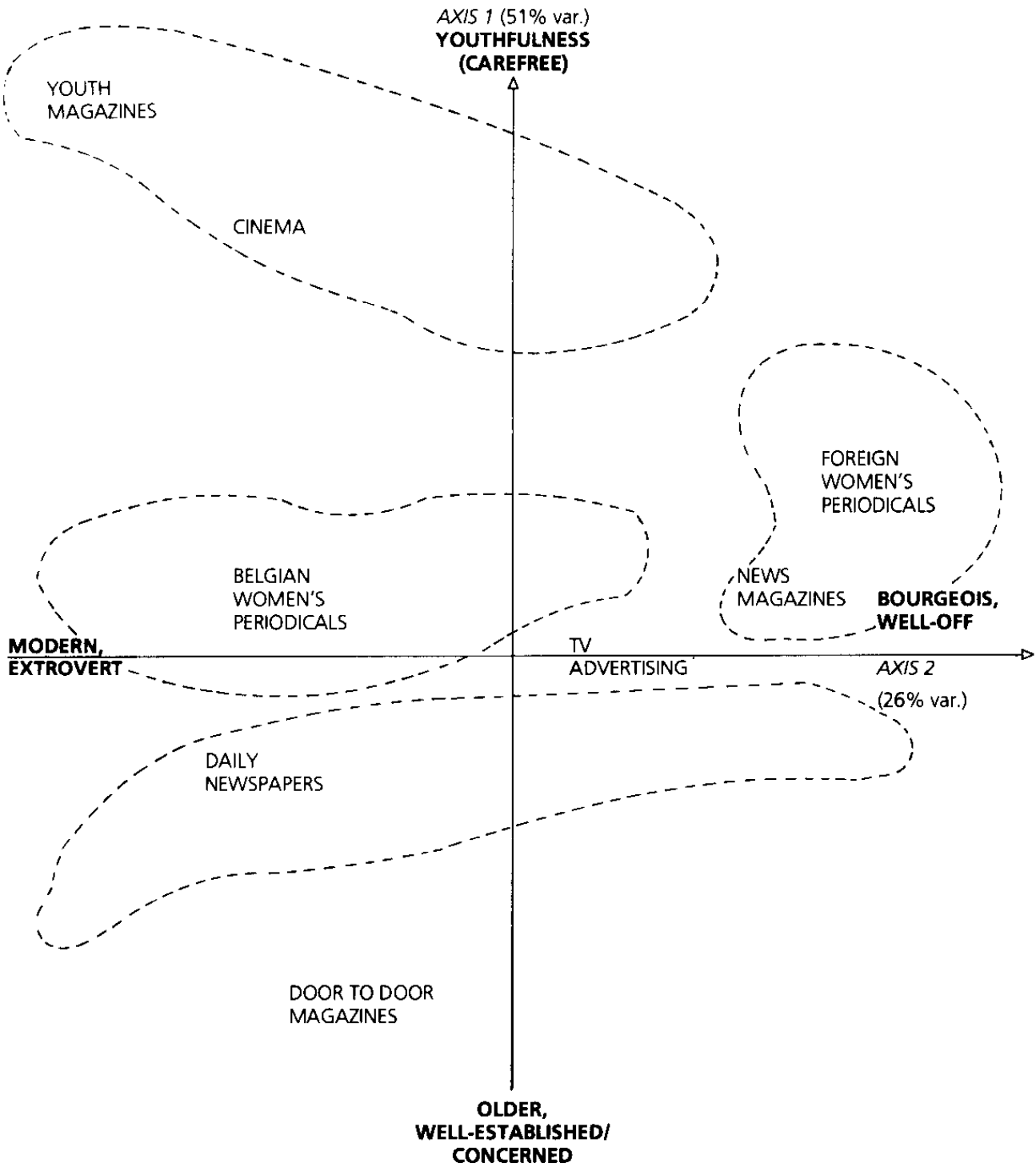


FIGURE 3
Positioning the media (i)



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FIGURE 4
Positioning the media (ii)

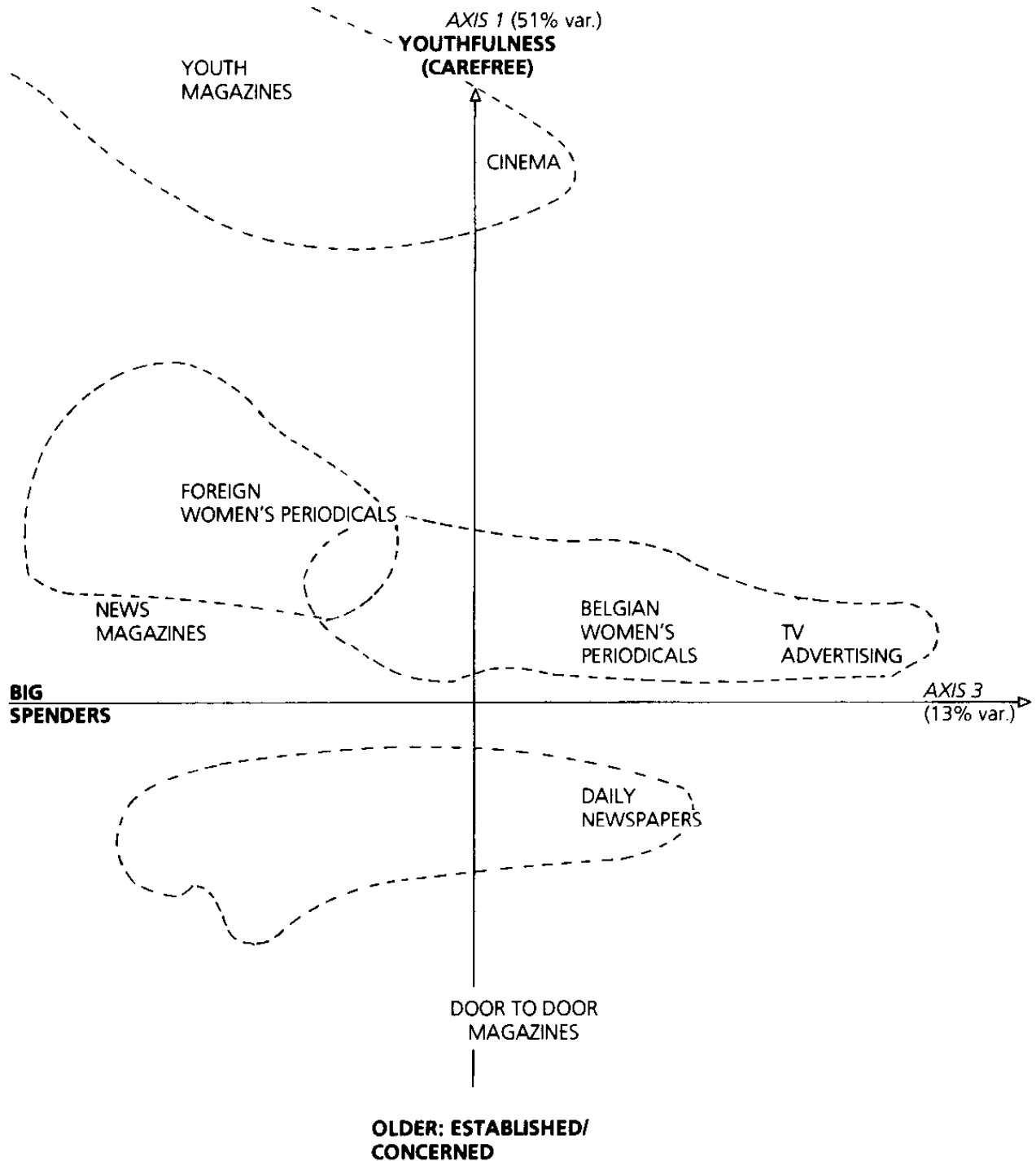


FIGURE 5
The socio-cultural map of Belgium (first 2 axes)

