



Applications

Commercialization

VALS™ facilitates successful product launches and helps avoid costly mistakes. Seeing in sharp detail the differentiated needs of different consumer groups guides tailoring of new products and services so that consumers will embrace them.

- *Ideation* Brainstorm new product ideas, business models, and future scenarios.
- *Entry-Stage Targeting* Identify if a market exists for a product or service, then size the market.
- *Concept Testing* Validate the potential of new ideas among people most likely to buy.
- *Focus Groups* Recruit focus groups based on people with like motivations to capture clearer insight.
- *Features and Benefits* Design features and benefits to appeal to innovators and early adopters.
- *Business Partnerships* Evaluate which business partners will prove to be the best match.
- *Distribution Channel* Select the most appropriate distribution channels or retail outlets.

Positioning

VALS identifies which marketing opportunities are strongest. Relating features and benefits to distinct segment needs clarifies strategies for targeting and expansion.

- *Competitive Analysis* Visually locate core customers and competitors.
- *Brand Differentiation* Understand the motivation behind a purchase decision to ascertain key points of differentiation among brands.
- *Customer Retention* Evaluate the relative opportunity between current and potential customers and design effective retention strategies for core customers.
- *Proprietary Research* Include the VALS™ survey in proprietary research studies to magnify learning.
- *Bridge Data Sets* Create a bridge to other research studies that have included VALS.
- *Product Life Cycle* Track and manage brand profitability by including VALS in ongoing studies.

Communications

VALS shows how to craft more effective messaging campaigns. Understanding what motivates consumers illuminates how to speak to them in ways that will initiate action.

- *Selling Proposition* Define more compelling selling propositions that link to enduring motivations.
- *Brand Personality* Nurture an attractive brand personality by understanding psychological preferences.
- *Creative Development* Use language and images that resonate with each segment.
- *Message Placement* Evaluate opportunities for message placement via insight into segment lifestyles.
- *Media Preferences* Select media with large audiences of the desired target.

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