



2016/2017 Kasi Star Brands

SA's No1 Township Brands

2016/2017 Kasi Star Brands reporting solutions

Shifts in the local landscape have resulted in a new kind of South African consumer. In this context, it is critical to refrain from stereotypically portraying consumers, and to check assumptions to create meaningful connections. Demographics are of limited use, when marketing with insight and nuance, and many brands limit their potential when operating with a superficial understanding of their consumers.

Powerful brands bring South Africans together in personally relevant ways through understanding consumer passions. They simultaneously have a market segmentation that prioritizes need states, lifestyle preferences, attitudes and behaviors. Kasi Star Brands reporting solutions will reveal what it takes to become a symbol of township communities.

A Kasi Star Brands report, with powerful segmentation insights

TGI's unique offering of 590+ attitude statements, extensive demographics and holistic media insights relative to your brand/category, provides a powerful township segmentation solution:

- Size your market to facilitate key marketing opportunities for your brand, within a competitive landscape
- Psychographic segmentation will empower your brand to personally resonate with diverse consumer passions
- Refine your media strategy through prioritizing effective communication channels, per segment, to influence behaviours
- Fine-tune your marketing strategy to demonstrate an empathetic understanding of consumer contexts, to maximize brand loyalty
- Develop tactical strategies per segment, ensuring a targeted approach through understanding the nuances of each segment

Get your Kasi Star Brands report, with powerful segmentation insights today!

A specialised reporting solution is available to prioritise your needs and preferences. Add your wish list as a complement to the Kasi Star Brand segmentation report – a tailored solution, just for you.

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