

# WPPED CREAM 2008

RESEARCH | HIGHLY COMMENDED | RESEARCH INTERNATIONAL UK  
MASTERCARD | MASTERKIT

## DESCRIBE THE SOLUTION.

The MasterKit is a result of a consumer and occasion based segmentation study conducted for MasterCard Europe. The submission forms two parts, the actual MasterKit tool: a report focused on the end users and the analysis process: taking segmentations one step closer to the client.

The MasterKit is designed to excite the user through six strategic MasterKit tools and one 'capture' section to facilitate prioritisation and action.

The second part of the submission is the analysis process. The analysis process was tailored to the organisation which is both unsophisticated and sales focused. It used the existing language in the organisation (mini segmentations) and a comprehensive data reduction and cluster analysis phase. Most segmentations would stop here, however, we took the most differentiating elements from this segmentation and pushed the study one step forward. Knowing that the organisation would use these characteristics instead of the complex clusters found, we used a prediction and simplification process to come up with clearly defined and simple segments that would be understood by all, creating a strategy business framework.

## WHAT WAS FRESH OR INNOVATIVE ABOUT YOUR APPROACH?

The actual deliverables are not a traditional research report, but a strategic tool creating a language in the organisation.

The deliverables were tailored to the organisation and the end users. Instead of simply showing results, tools were produced to aid understanding and to generate strategy.

The segmentation analysis took an extra step, bringing the consumer closer to the end user. This process also produced a simply business framework, not simply six segments with unique names.

## WHAT DID THE CLIENT DO WITH THE SOLUTION?

This research was of utmost importance to the client as their intelligence and planning function was dependent on the success of this research. Consequently, the MasterKit has been extremely well received and has produced a buzz around the many local offices in Europe. As the segments are extremely easy to understand and the report very digestible, its importance as a strategic tool within MasterCard has risen. It has already fed into successful meetings with clients (banks), new product and competitive strategy.

# WPPED CREAM 2008

## IMPACT ON YOUR / CLIENT BUSINESS?

As outlined above, our client, whose function was not always well received by all departments, profile has risen and the intelligence and planning function is involved much more heavily. The company is now investing and guided by intelligence.