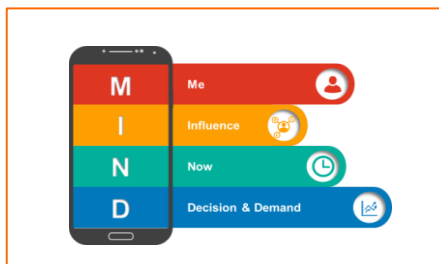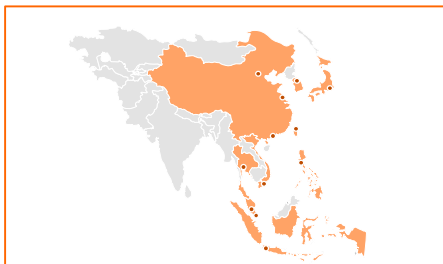thinking forward
next **30** years

ACORN

**ACORN ASIAN MIND -
Launch Preview**

LISTENING TO ASIA

Understanding the **MIND** of consumers across Asian societies in order to activate them as real-life consumers!

M — Me
I — Influence
N — Now
D — Decision & Demand

Young wealthy
Liberty
Entrepreneurism
Creativity
Cosmopolitan lifestyle
Sovereignty
Social recognition
Trendsetting
Liberalization
Globalization
Independence
Confidence
Self-realization

アジアの消費者に聞きます

聆听亚洲的消费者

아시아 소비자에게 듣기

ฟัง ผู้บริโภคชาวเอเชีย

pakikinig sa asian mamimili

Dengar untuk pengguna Asia

聆聽亞洲的消費者

傾聽亞洲的消費者

Listening to Asian Consumers

Dengarkan konsumen Asia

Nghe người tiêu dùng châu Á

sinus:

ACORN and SINUS combine their expertise as strategic partners

Consumer-Centric Understanding bundled with **Asian Market & Marketing Expertise**

ACORN
MARKETING & RESEARCH CONSULTANTS

www.acornasia.com

sinus:

www.sinus-institut.de

- Founded in 1985 *30th Anniversary Project*
- Asia's leading, independent market research group
- Special expertise in marketing strategy & consulting across Asia.
- Works with major international clients in the Middle East, Eastern Europe and Western Europe
- 11 direct offices across Asia

- Sinus-Milieus® as leading target-group model for marketing management and social-/political research across Germanic markets
- Sinus-Meta-Milieus® as international target-group solution available in 40 markets around the world
- Directly active in Asia with SINUS:consult since 2014

Collaborative efforts
to listen to the MIND
of Asian consumers

...across the region, by country and between generations

Research Design

In-depth Market Understanding

11 **Asian Key-Markets in Scope**

China, Hong Kong, Korea, Japan, Vietnam, Thailand, Phillippines, Malaysia, Indonesia, Singapore, Taiwan

Generational Value and Consumption Differences

5 Generations in Scope

Youth	Millennials	Gen Y	Gen X	Silver Haired
15-19 years	20-27 years	28-39 years	40-55 years	56-70 years

Applicable Research Methodology and Robust Samples
Extensive Research to Reach Total Scope
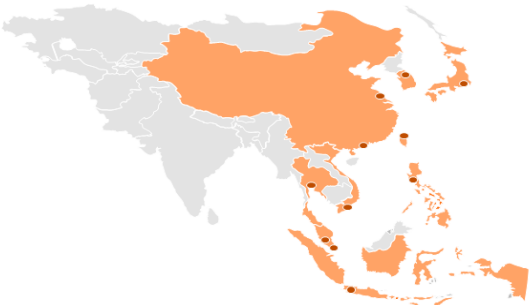
Online!

n>9,500
in total (n>860 by market)

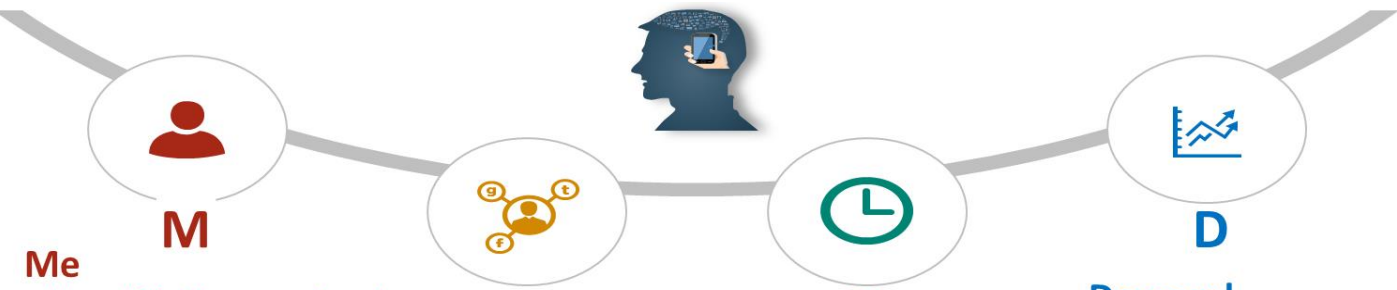Representing consumers from top 50% of households in each market (by MHI)
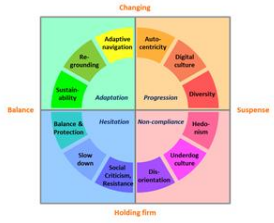
50%

M — Me

- How satisfied I am currently and my outlook for the future
- My attitudes towards an array of consumer products' country of origin and its impact on quality perceptions
- SINUS Value-Based Model: the Sinus-Mete-Millieus®

I — Influence

- Social issues that concern me
- Role models who inspire me
- SINUS Socio-Cultural Trends®

N — Now

- Digital Lifestyle and Internet Behaviour - How does technology impact my daily life

D — Demand

- Health & Wellness
- Telecommunications
- Travel & Tourism
- Fashion & Luxury Brands
- Finance
- Automotive

Understanding Consumer

DEMAND

The Sinus-Meta-Milieus® represent a systematic framework for in-depth consumer understanding that is specifically designed to describe strategic target groups within complex modern societies in a comprehensive and actionable manner.

To allow for cross-market comparison, the model differentiates between established and emerging markets.

Lifestyle-Segments (Established Markets)

- Established
- Intellectuals
- Performers
- Cosmopolitan Avantgarde
- Adaptive Navigators
- Modern Mainstream
- Traditionals
- Consumer Materialists
- Sensation Oriented

Lifestyle-Segments (Emerging Markets)

- Conservative Established
- Modern Established
- Modern Performing
- Cosmopolitan Avantgarde
- Success-Oriented
- Adapting Mainstream
- Traditional Popular (rural)
- Urban Working Class
- Fun & Money Driven

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