

A **three-page excerpt** from our 19-page Best Practice Guidebook:

Embedding Segment-Based Insights within Marketing





Best Practice Guidebook

Embedding Segment-Based Insights within Marketing

BP
 INDUSTRY
 Energy
 REVENUE (2011)
 \$386.45 billion USD

🔑 **Applicability to Executive Functions**



Ask The Thought Leader (ATL) Webinar

Read a summary of the question-and-answer session with BP

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Challenge

BP's Consumer Insights team* must ensure that a new global consumer segmentation study's insights are incorporated into the company's decision-making.



Solution

The Consumer Insights team develops an end-to-end process that uses segment-based insights to drive marketing initiatives.



Solution Components

- 1 Build a Segmentation Team »
- 2 Solicit Stakeholder Input »
- 3 Conduct Segmentation Research »
- 4 Prioritize Segments »
- 5 Brand the Segmentation Study »
- 6 Embed Segment Attributes »



BP's Key Lessons Learned


- Establish a cross-functional advisory committee for the segmentation study that includes members from the relevant branches of business.
- Understand and account for the cultural differences that exist across or even within various countries, especially in their use of scales. People from certain parts of the world and certain ethnic groups tend to rate concepts and statements more highly than others ("high rater effect"), which can potentially tilt segmentation results.

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* The Consumer Insights team is a global market research team that oversees BP's global segmentation efforts, brand health studies, consumer satisfaction tracking studies, and communications evaluation.

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HEADQUARTERS	London, United Kingdom
GEOGRAPHIC FOOTPRINT	Global
OWNERSHIP	Public
EMPLOYEES (2011)	83,400

 **Business Results**

- Surpassed volume targets
- Increased market share
- Increased fuel transactions
- Strengthened consumer brand ratings

 **Resources Required**

- Advisory committee
- Executive sponsor (Global Retail Marketing Head)
- Three-member, full-time segmentation team
- Market research vendor
- Customized portal to host segmentation study results and all study-related documentation

 **Contact the Growth Team Membership™ (GTM)**

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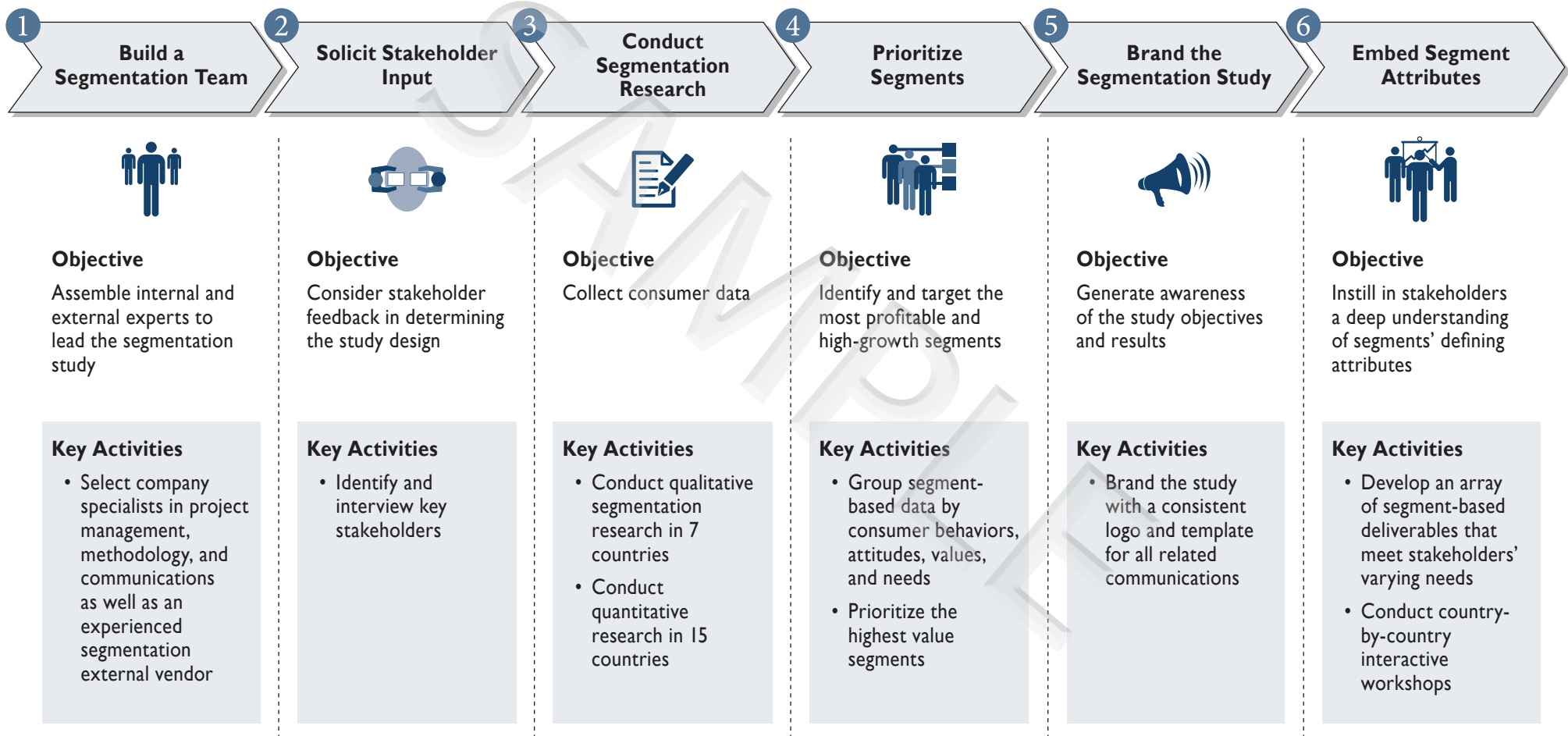
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BP develops a process that uses segment-based insights to drive marketing initiatives

End-to-End Segmentation Study Process

STUDY OBJECTIVE

In 2006, BP's Consumer Insights team embarks on a new segmentation study designed to pinpoint the drivers of consumer behavior, prioritize BP target segments, and provide consumer insights that help differentiate the BP brand from competitors.



View GTM's webinar with Rajit Chakravarty (BP)

ASK THE THOUGHT LEADER WEBCAST

A quarterly webcast from the Growth Team Membership™ program

Access the on-demand webinar

Embedding Segment-Based Insights within Marketing

GTM and Rajit Chakravarty, Global Customer Insight Manager at BP, present this best practice where Rajit shared his key lessons learned and participated in a Q&A.

Please contact us to learn how to access the full Best Practice Guidebook or for information on Growth Team Membership.™



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