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 questionand-answer session with BP

**LISTEN TO THE ATL NOW »** 



#### 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



Solicit
Stakeholder
Input »

Conduct Segmentation Research »

Prioritize
Segments »

Brand the Segmentation Study » 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.

  READ MORE »
  - \* 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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Country-Level Segmentation Decision-Making Process



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)







#### 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.



Solicit Stakeholder Input Conduct Segmentation Research

Prioritize Segments

Brand the Segmentation Study

Embed Segment Attributes



#### **Objective**

Assemble internal and external experts to lead the segmentation study

#### **Key Activities**

 Select company specialists in project management, methodology, and communications as well as an experienced segmentation external yendor



#### **Objective**

Consider stakeholder feedback in determining the study design

#### **Key Activities**

Identify and interview key stakeholders



#### **Objective**

Collect consumer data

## Key Activities

- Conduct qualitative segmentation research in 7 countries
- Conduct quantitative research in 15 countries



#### **Objective**

Identify and target the most profitable and high-growth segments

#### **Key Activities**

- Group segmentbased data by consumer behaviors, attitudes, values, and needs
- Prioritize the highest value segments



#### **Objective**

Generate awareness of the study objectives and results

#### **Key Activities**

 Brand the study with a consistent logo and template for all related communications



#### **Objective**

Instill in stakeholders a deep understanding of segments' defining attributes

#### **Key Activities**

- Develop an array of segment-based deliverables that meet stakeholders' varying needs
- Conduct countryby-country interactive workshops

## View GTM's webinar with Rajit Chakravarty (BP)

## ASK THE THOUGHT LEADER WEBCAST

A quarterly webcast from the Growth Team Membership<sup>™</sup> 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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