



dentsu

Case Study

Helping dentsu to Understand Consumer Sentiment in the UK Through Consumer Segmentation Research

Understanding how UK consumers are responding to the current UK economic conditions and what brands should be doing about it.

The Challenge

At the end of 2022, the UK's economic and cost-of-living crises were dominating the headlines. Brands were left wondering whether the same course of actions taken after previous downturns, such as the financial crisis of 2008 and the fallout from the pandemic, would still apply or whether new strategies and tactics were required.

B2B International were commissioned by parent company dentsu to undertake proprietary research to understand how consumers were responding to the UK economic conditions, with the aim of building a framework of consumer behaviours and motivations, and resulting recommendations for brands.

The Solution

B2B International designed a consumer and business decision-maker quantitative survey. The online survey ran during a 2-week period in Q4 2022 among a representative sample of 2,000 consumers in the UK.

If a respondent was also a business decision maker, they were asked a few additional questions about their views on similar issues from a business perspective.

We found that there is a tale of two lives in the UK: From consumers who have cut back spending significantly; to those who will be able to maintain their comfortable standard of living for the foreseeable future.

This led us to developing our consumer segmentation, based on the financial products consumers hold, their spending, and attitudes towards their finances. We identified seven core groups in the UK to help brands understand how uncertainty is impacting different consumers and what this means for them.



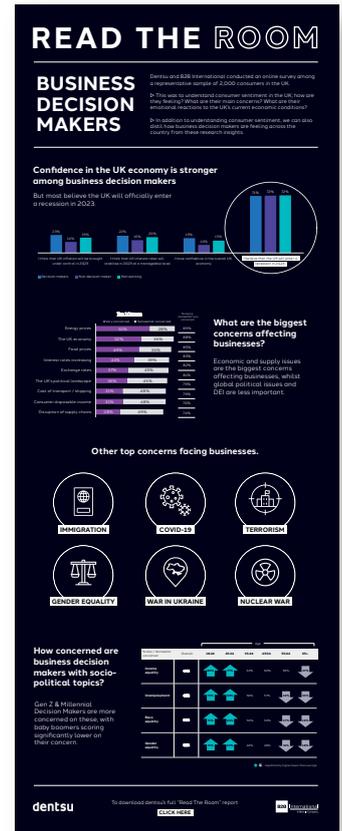
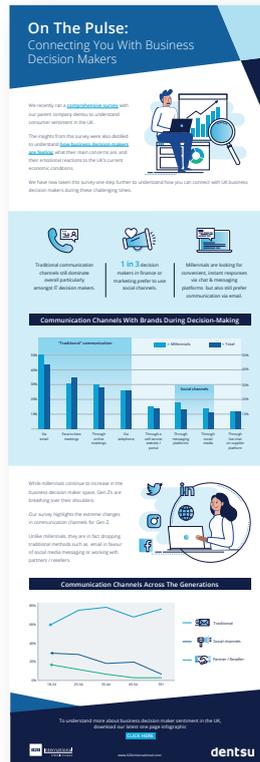
The Insight

We knew we had a great segmentation because several behaviours changed significantly between them: age, income levels, attitudes towards macro issues, and plans for the near future. It was striking that defining consumers based on their income and outgoings was not enough to predict their needs and behaviours. Similar life-stages and income levels need to be further segmented by attitudes and emotions.

To make the segmentation relevant and actionable for brands, we developed a set of key actions and strategies to help brands engage with the segments.

dentsu's [‘Read The Room’](#) paper was designed to help marketers and brands gain fast consumer insights and adapt marketing plans in response to changing conditions. It set out actions that brands can take to support customers across these segments, from strategies grounded in targeted, temporary support and financial wellbeing, to rewards and discreet purchasing for consumers less impacted by the cost-of-living crisis.

Alongside this, B2B International published two pieces for UK business decision makers: [‘Read The Room’](#) which focused on what is concerning B2B decision makers at the moment, and [‘On The Pulse’](#) which highlighted changes in communication preferences.



Testimonial

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"The team at B2B International were a pleasure to work with. They were supportive and offered great advice at all stages of the project to enrich the campaign and ensure it delivered the desired results. We had a quick turnaround to ensure the research was timely but the insights and findings were powerful and well aligned to the narrative we were trying to achieve."

- Head of Marketing UK, dentsu