
Marketing Communication

> **Planning the ad campaign**



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- Audience / target
 - Objectives
 - Tone / style
 - Medium/media

Segmentation



Demographic

- gender
- age

attitudes

education

ethnicity

income
bracket

Geographic

- home

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feelings

loyalty

Nielsen
Area

occupation

Psychographic

- lifestyle

ownership

personality

repeat
purchases

values

Behaviouristic

- purchasing
behaviour

MARKET

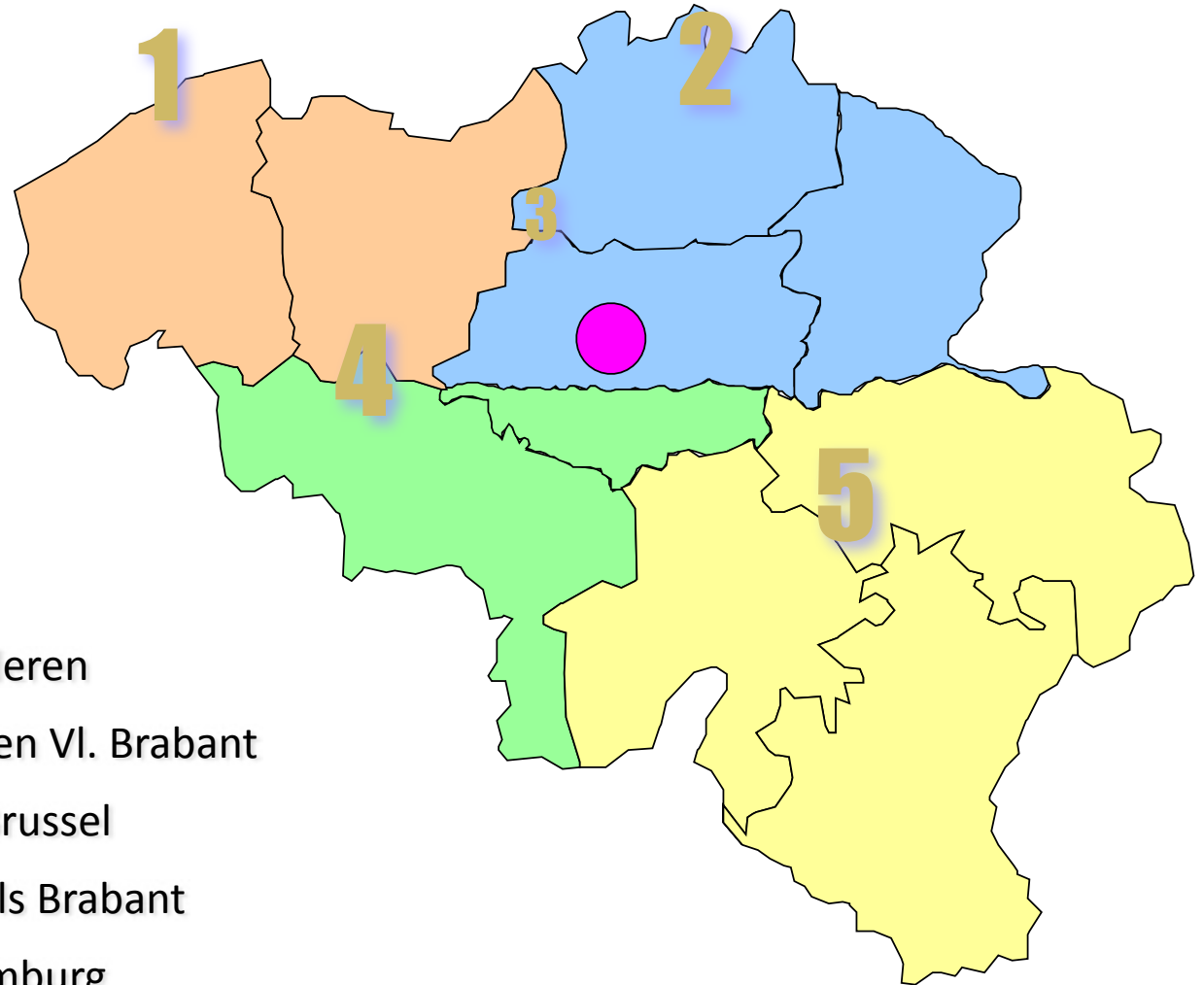
1. ACNielsen shoptypes

F1

F2NI

F2I

F3



2. AC Nielsen Areas

Area 1 = Oost- en West-Vlaanderen

Area 2 = Limburg, Antwerpen en Vl. Brabant

Area 3 = 30 gemeenten rond Brussel

Area 4 = Henegouwen en Waals Brabant

Area 5 = Luik, Namen en Luxemburg

VALS™ Framework

