



SEGMENTATION IN THE CONSUMER ACCESSORIES SPACE

THE RIDDLE

Our client, an international watch and accessory company, was born out of a lifestyle movement in the late 1990s in Southern California. They were seeking to reinvigorate the brand, by understanding the urban action sports, youth, and extreme culture of a new generation.

THE WORK

Quonundrums developed a dynamic lifestyle and geographic market segmentation incorporating ideation sessions throughout the research process to connect learnings with internal thinking and culture. The process encompassed:

- Initial team workshops and ideation to understand the company's current brand challenges, business strategy, and vision.
- Qualitative dialogue with consumers to facilitate a deep dive into customer lifestyles, attitudes, behaviors, beliefs, and perceptions of fashion brands: both client and competitors.
- A creative ideation session to connect and reflect the voices and culture of new youth to the company's internal culture and voice.
- A quantitative survey around youth activities, interests, opinions, and demographics to create a lifestyle segmentation that can be tied to personal style.
- Focus groups with the target segments.

THE SOLUTION

The insights from Quonundrums work revealed three potential target youth segments (out of a six-segment total) that aligned both with the brand's internal voice on action sports as well as the perceptions and lifestyles of American urban youth.

We helped the company bring the segments to life through in-person focus groups with individuals from actual segments. The client was able to 'meet' their potential customers and hear first-hand how the brand fit into their lifestyle. Through their interaction and feedback with the brand and products the 'meet your segment' focus groups served to reduce the number of target segments by identifying those that were the best fit. They also brought a vital human element to the statistical information collected from the quantitative survey quite literally bringing the target segments to life.

Following the presentation of the segmentation and the focus groups, Quonundrums led a team workshop to finalize the target segment selection and determine final naming conventions. Quonundrums worked closely with the design agency to align the brand with the target segments of the client, creating an updated, differentiated offering, while serving the legacy customers with the traditional product.

A full suite of creative tools including posters, a film, and segment booklet introduced the whole company to the new target customers in ways that took them from page to center stage.