

PSYCHOGRAPHIC MATRIX

Group	Buying trigger	Messaging tones
MAINSTREAM AUDIENCE	Belonging or Scarcity	This group seeks security. They tend to be domestic, conformist, conventional, sentimental—favour value for money. This is the largest psychographic group.
ASPIRERS	Status or Affiliation	This group seeks status. Materialistic, acquisitive, oriented toward image and appearance, persona and fashion.
SUCCEEDERS	Dominance	This group seeks control. Strong goals, confidence, work ethic and organization. Typically higher management and professionals.
RESIGNED	Belonging or Scarcity	This group craves survival. Rigid and authoritarian values. Interested in the past and tradition.
EXPLORERS	Dominance or Scarcity	This group seeks discovery. Energy, individualism and experience. Values difference, variety and adventure.
STRUGGLERS	Dominance or Scarcity	This groups seeks escape. Alienated and disorganized. Few resources beyond physical skills. Buys alcohol, junk food and lottery tickets in an effort to chase hope and dreams.
REFORMERS	Status or Dominance	Seeks enlightenment. Freedom of restrictions and personal growth. Social awareness and independent judgement. Anti-materialistic, but aware of good taste.