

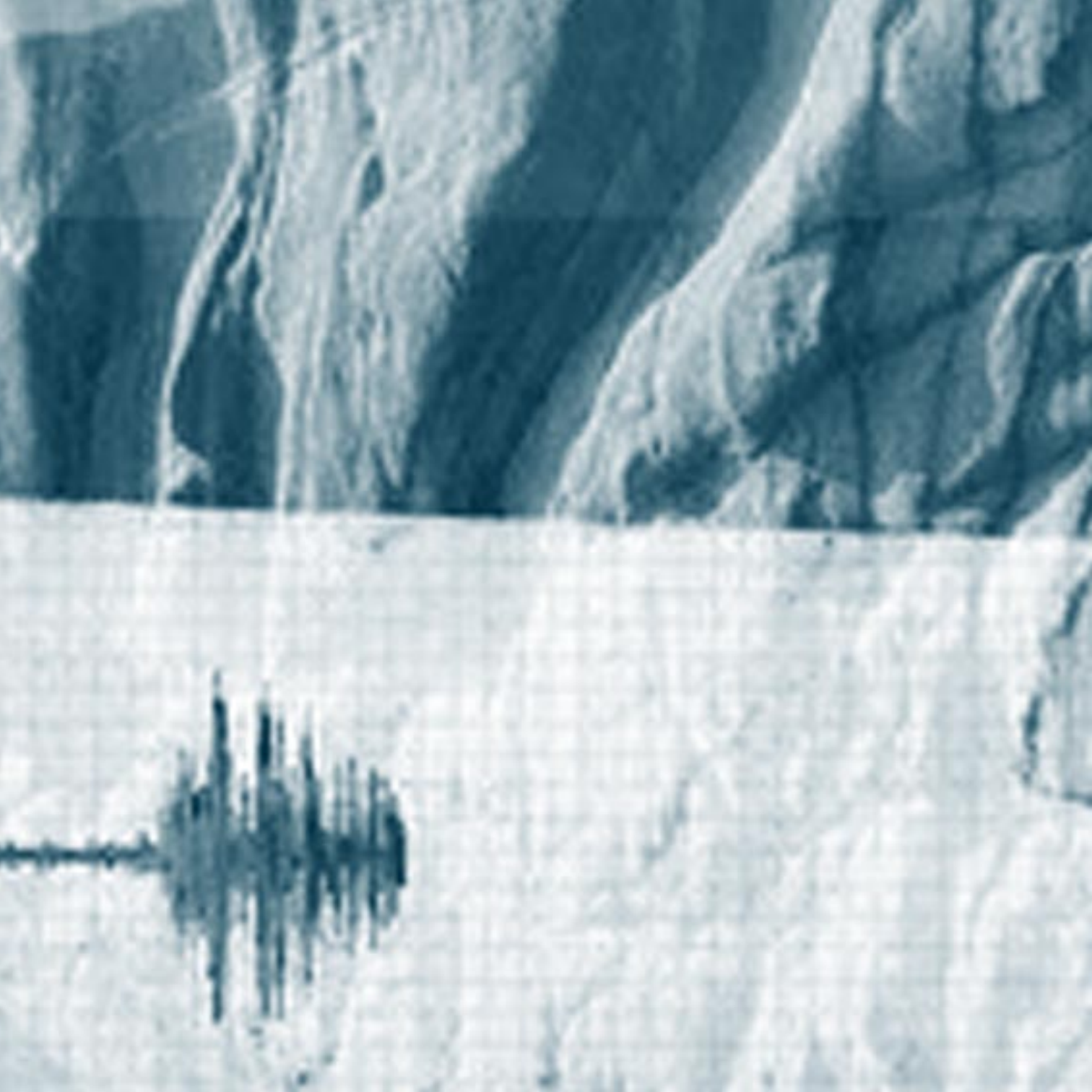
OnePointNine

From slightest tremors to seismic shifts



synovate

Research reinvented



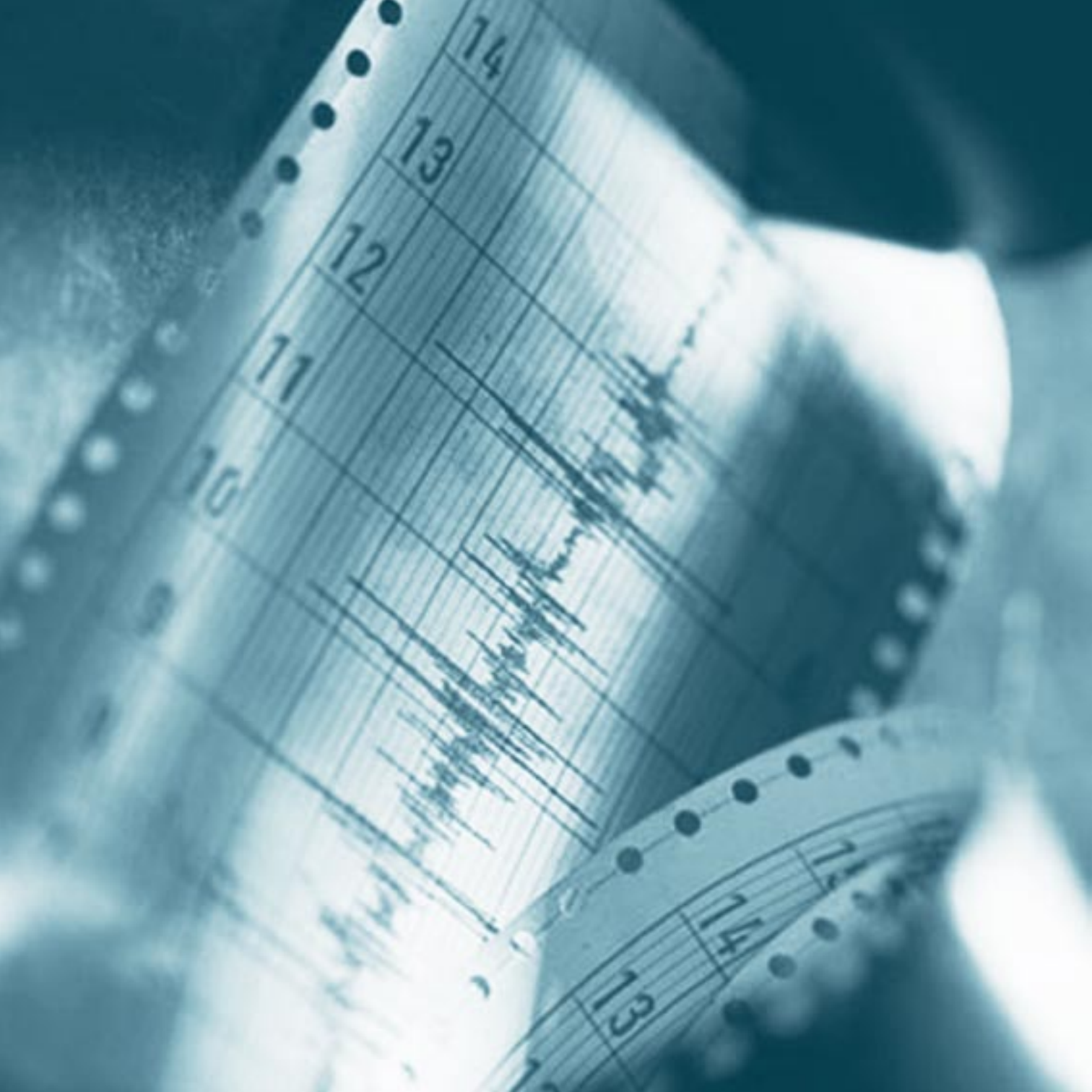
OnePointNine

‘from slightest tremors to seismic shifts’

1.9 is the lowest level of seismic activity discernible by human beings. OnePointNine is the new community from Synovate that brings the same degree of sensitivity to detecting, understanding and analysing global behaviours in specific lifestages.

They are a passionate team of international researchers dedicated to picking up on the small things that will turn into the next big things – not just fads but fundamental shifts in the markets.

The OnePointNine team provides syndicated lifestage, lifestyle and lifetrend studies as well as specific ad hoc research to explore these issues for your brand.



OnePointNine's approach...

- Identification of key lifestages
- Understanding of relevant lifestyles
- Early insights into emerging lifetrends
- In-depth understanding of how the lifestage of your audience affects your brand
- Immersive knowledge of the context in which each lifestyle develops

OnePointNine offers...

- Qualitative and quantitative research at a country or global level
- Ad hoc research and syndicated studies
- Brand consultancy
- Dedicated knowledge bank
- Tailor-made approach to global trend research
- OnePointNine combines detailed knowledge of local markets with a truly global reach



We achieve this through constant immersion in three key areas:

Lifestage

- Each lifestage is not defined by any particular age but by a particular mindset, outlook or situation
- Each lifestage will be dependent on factors such as social background, family context, education, etc
- There are three distinct lifestages:
 - i. Emerging – Limited outlook; embryonic identity
 - ii. Exploring – Broadening horizons; fluid identity
 - iii. Established – Established horizons; consistent identity

Lifestyle

- Each lifestage demonstrates certain behavioural characteristics. These characteristics represent that group's lifestyle

Lifetrends

- Each particular grouping will also give rise to and be influenced by emerging factors – lifetrends – that will impact on your target and your brand

Clients need to have a good understanding of all three elements to really appreciate their target market. OnePointNine can help you do this.

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For more information on OnePointNine,
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1 company

57 countries

121 cities

5,700+ people

1 thing in common:

Boundless curiosity

www.synovate.com



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