

Europeans wear Zara, Asians prefer Prada

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6th GfK Research Summit in Barcelona

Nuremberg, July 18, 2007 – "New markets offer a great deal of business potential. The basis for this is knowledge of the market concerned and its peculiarities. Under the heading "New Growth, New Markets", the 6th GfK Research Summit concentrated on the subject of market research in Brazil, Russia, India and China and the business opportunities offered by these countries. The conference, which took place on July 5 and 6, was attended by just under 300 marketing experts from all over the world.

More than 20 speakers, including several experts from GfK and a series of representatives from the major brand names of the industry and Dr. Dae Ryun Chang of Yonsei University in Korea, explored this year's subject, "New Growth, New Markets" from a variety of different aspects.

"Europeans wear Zara, Asians prefer Prada" is Dr. Chang's striking summary of the disparate brand preferences on both continents. In his lecture on brand management in Asia, the scientist illuminated the country-specific peculiarities and clearly showed that the region cannot be equated with China or Japan. Asia has now discarded its exotic image and developed into an ultra-modern continent, where top brands are mega-important and to a large extent determine the way in which people project themselves. For example, Korea is the fourth most important global market for luxury brand, Hermès. Only the latest and the best are good enough for a new generation of brand consumers permanently on the lookout for the next product trend.

Consumers all over the world understand

Every year, GfK Custom Research carries out a number of surveys in Asia, Latin America, and Central and Eastern Europe. Several GfK experts specializing in the BRIC countries (Brazil, Russia, India and China) presented a series of remarkable market research studies carried out for major brand names in Barcelona. For example, Colgate-Palmolive India commissioned a survey on the lifestyles of the rural Indian population and which products Indians living outside the major conurbations are attracted to. Creative research methods, such as ethnographic market research, give insight into the daily lives of these individuals, their habits and consumer needs. Around 30% of Indians live in rural areas, where the lifestyles and circumstances are vastly different from those living in major towns and cities. Although the rural population attaches great importance to health, completely different products are used for bodycare than in towns and cities: for example, ash or tree roots are used instead of toothpaste, and "washing" seems to be synonymous with "scrubbing". Only those aware of these peculiarities can be successful in the market.

Beyond this, BMW, Coca Cola HBC, L'Oréal and Motorola in conjunction with the GfK specialists gave conference delegates some insights into brand strategies for the BRIC markets. However, visitors attending the GfK Research Summit also learnt of some more specific details on Brazil, Russia, India and China and they were indeed rewarded by a more penetrating overview of the particular features which make all the difference between business success and failure in these countries, largely based on the Roper Reports for the regions.

The Roper Reports

The Roper Reports are global consumer trend surveys carried out by GfK, which analyze and interpret virtually every aspect of living from both the qualitative and quantitative aspects. The eponymous Roper Reports were established by their founder Elmo Roper (1900–1971), an American pioneer in market research. There are four types of Roper Reports:

- Roper Reports US: 20,000 interviews per year carried out on a national basis
- Roper Reports Worldwide: a survey of approximately 31,000 consumers in over 30 countries, which also reflects the national and cultural differences and key markets in the various contexts
- Roper Youth Reports: a survey of eight to twelve and 13–17 year- old target groups
- Roper GreenGauge: a survey on consumer attitudes to the environment and environmental protection which answers the question of the degree to which these views impact on consumer purchasing decisions

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The GfK Research Summit

The GfK Research Summit is a two-day conference organized by GfK Custom Research, which a selected group of clients is invited to attend. The conference takes place annually, and has a different theme and venue every time. During the event, some of the most interesting examples of GfK research are presented and discussed together with representatives from the major brand names. This year's title for the Barcelona conference was "New Growth, New Markets. Doing Business in Emerging Markets - Global Brand Management and Consumer Trends".

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The GfK Group

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