



# SEGMENTATION IDENTIFIES HABITS AND CONSUMPTION PATTERNS OF VIEWERS

*Pivot Consumers are Conscious Consumers Who Support Social Causes*

## STUDY DETAILS

### NETWORK:

Pivot, a Participant Media Network

### GOAL:

Pivot sought to more clearly define its viewership with the ultimate goal of understanding who their viewers are, what they buy and what opportunity they represent for advertisers.

In addition, the network was looking to illustrate that their viewers align with their network's mission of providing content that matters and that makes a positive difference in the world.

### SUMMARY:

Pivot engaged in a Nielsen custom audience segmentation study that utilized PRIZM® syndicated segmentation data to profile their network's viewers. The segmentation was used to provide insights on viewing habits, lifestyle activities, and traditional and online media consumption.

### RESULTS:

Pivot received insights on their core segment, Conscious Consumers, a group passionate about brand identity and values. The key three segments of the Conscious Consumer include: *Amplifiers*, *Braves & Credibles*. Pivot gained insights on their purchasing behaviors across many categories including finance, automotive, home improvement and retail. PRIZM gave Pivot's national advertising salesforce deep insights into viewers and their spending habits.

PIVOT UTILIZES SEGMENTATION TO ILLUSTRATE ITS ADVERTISING POWER

Internally rated networks face unique challenges to effectively compete in the marketplace and illustrate the true value of their viewers. Pivot, a Participant Media Network, is a network dedicated to entertainment that inspires and compels social change. It needed a way to externally solidify what it already knew about its audience of *Conscious Consumers* and show that the group's buying patterns align with the network's core mission.

Nielsen and Pivot worked together to develop a custom segmentation study. Pivot first aggregated Nielsen's PRIZM segments within the framework of the network's own proprietary segmentation study, and then tied that information back to Nielsen's National People Meter panel. PRIZM confirmed that Pivot viewers are indeed Conscious Consumers – viewers that over-index among such socially conscious themes as volunteering, buying natural products for their families, paying more for environmentally safe products and buying brands that support causes they care about. In fact, the network's three segments of *Amplifiers*, *Braves & Credibles* all demonstrated strong buying behaviors within such important categories as automotive, CPG and alcoholic beverages.

## Pivot Viewers Speak With Their Wallets



Pivot Viewers index at **141** to buy/lease a hybrid vehicle



Pivot Viewers are craft beer drinkers, which over indexes at **151**



Pivot Viewers index at **122** to eat organic food

\* Indexed to Total US Household

## Meet Amplifiers

They are vocal. Amplifiers spread the word about causes they care about. They advocate for their favorite brands via social networking and are leaders in their communities.

Core Amplifier viewers are **1.83x** more likely than average consumer to watch Pivot TV



### Social Values

Support Favorite Brands via Social Networks (150)  
Often Find Themselves in Leadership Position (129)

## Meet Braves

Braves are engaged in their communities. They tend to volunteer for charitable organizations and buy brands that support causes they care about. Most of them have kids.

Core Brave Viewers are **1.54x** more likely than average consumer to watch Pivot TV



### Volunteering

Volunteer for Charitable Organizations (155)  
Help Others Even if No Personal Benefit (121)

## Meet Credibles

Credibles are news junkies. They stay up-to-date on current events, volunteer their time to their favorite causes and are considered leaders within their communities.

Core Credible viewers are **1.25x** more likely than average consumer to watch Pivot TV



### Socially Conscious Purchasing

Purchase Electric Vehicles (195)  
Regularly Eat Organic Foods (122)



- AMPLIFIERS are the most likely Pivot segment to buy/lease a **Hybrid Vehicle** with a **160 index**
- BRAVES dramatically over **index at 236** own/lease a new/used **Full-Size SUV**
- CREDIBLES significantly over **index at 179** for bought/lease a new **Luxury Car**



- AMPLIFIERS like to drink **craft beers** and over **index at 159** for these premium beverages
- BRAVES are calorie conscious and are **Lite Domestic Beer** drinkers **indexing at 159**
- CREDIBLES over **index at 144** for consuming **Domestic Wine** & are more likely to drink **Premium Champagne** **indexing at 175**



- AMPLIFIERS are **organic foods** purchasers **indexing at 140**
- BRAVES are more likely to use **exercise as a form of dieting** and over **index at 149**
- CREDIBLES are **vitamin buyers** over **indexing at 151**.

\* Indexed to Total US Household

Source: Nielsen Demographics 2015, Nielsen Television Profiles 2015, Nielsen Online Profiles 2014, Nielsen Mobile Profiles 2013, MRI 2015, Polk Automotive Profiles 2015

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