



## Utilising the Target Group Index (TGI®) for Practical Market(ing) Insights

Presented by the Department of Marketing Management, University of Pretoria together with Ask Afrika on the TGI®

Research data can be very useful to inform decisions and choose marketing strategies. Yet, data available in databases such as TGI® is seldom used for more than descriptive purposes. The short course in **Utilising the Target Group Index (TGI®) for Practical Market(ing) Insights** will enliven the marketing principles and highlight the practical application of data to decide on marketing strategies.

The course aims is to equip marketers, data scientists, data engineers, data analysts, business intelligence analysts, analytics consultants and insight strategists with the theoretical background coupled with the practicability to design and implement relevant marketing strategies and targeted sales strategies through informed decisions based on consumer data as supplied by the TGI® database. The TGI® database provides annual data on South African consumers age 15 and living in communities with a population of more than 8 000. Known reports generated from TGI® include:

Brand planning and marketing strategies:

- Strategic planning: Identify market gaps and opportunities, industry developments and consumers.
- Marketing analysis: Understand consumer shopping behaviour and share of wallet.
- Global benchmarking: Support a global strategy through understanding international consumer trends and consumer confidence in 70+ markets.

Competitive intelligence:

- Competitive landscaping: Identify market opportunities and threats, refining your approach and steering your strategies.
- Consumer trends: Keep up to date with today's South African consumer and predict possible future trends.
- Market overview: Expand your brand into a new market by evaluating market dynamics and potential new consumers/ audiences.

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*Shifting knowledge to insight*



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### Consumer profiling:

- Get the full 360° of your target market, engage personally and ensure the personality of your brand correlates with your market's lifestyle.
- Media attitudes: With 120+ media attitudes you can understand emotional connections and motivations for preferred consumer/audience mediums.
- Segmentation: Create a customised target market segmentation that can be tracked every 6 months.

### Product enhancement and client pitches:

- Brand awareness: Evaluate how your campaigns enable consumer awareness of your brand, linked to brand consumption.
- Sponsorship and promotions: With 570+ product sectors, identify optimal sponsorship and promotional opportunities for your brand.
- Geoscope: Visually plot, view and overlay research data combined with census information and rich descriptions available in TGI®.

### Course content

- **Unit 1:** Introduction to customer decision-making with a focus on customer needs.
- **Unit 2:** Segmentation.
- **Unit 3:** Targeting the right market(s), positioning and branding.
- **Unit 4:** Environmental analysis via the SWOT (strengths, weaknesses, opportunities and threats) analysis.
- **Unit 5:** Marketing mix (product, price, distribution and promotion among others) strategies.

### Learning outcomes

After successful completion of the course, you will be able to

- To segment the market based on customer needs evident in the database.
- To choose markets for targeting through positioning and branding.
- To identify strengths, weaknesses, opportunities and threats from the database.
- To develop strategies addressing weaknesses and threats, making the most of strengths and opportunities, evident in the database.
- To effectively translate descriptive data from TGI®/ Choices into market(ing) strategies.

### Who should enrol?

This course is ideal for you if you are a marketer, data scientist, data engineer, data analyst, business intelligence analyst, analytics consultant or an insight strategist in need of assistance with turning insights from databases such as TGI® into market(ing) strategies.

### Course duration

The course will be presented for two (2) consecutive contact days.

### Course fees

#### R6 325.00 per delegate (VAT incl.)

Course fees include all course material and refreshments.

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

### Assessment

Delegates will be assessed through submission of an individual assignment.

### Accreditation and certification

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### Registration and enquiries

#### Client Information Centre

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#### Course leader

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