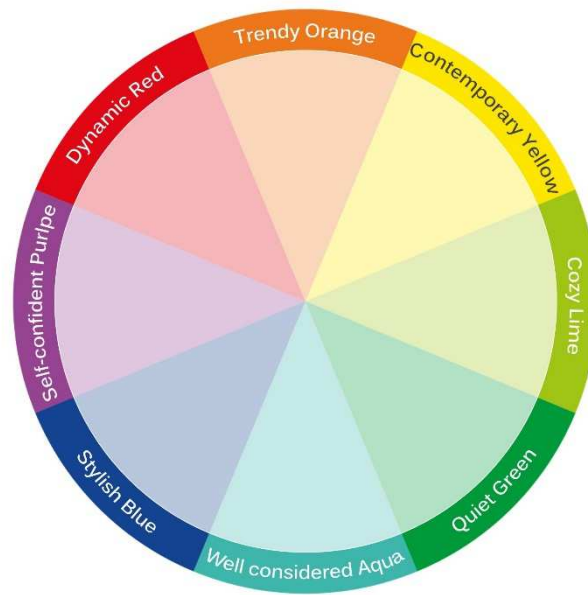


The eight target groups in the DISC marketing model



Dynamic Red

Lifestyle: Active, adventurous, confident, direct, innovative.

Living: They prefer a living environment with nearby access to meeting places (lunchroom, coffee bars, brasserie / restaurants) and good entertainment options (bars, clubs, cinema). The Red target group can cope well with a less well organized, even a somewhat unsafe, environment. They are more focused on the residential object itself, than concerned with the area around.

Retail: Original, trendsetting and sometimes challenging. A clear own taste. They are influencers. They love to discover special shops (streetware, vintage).

Trendy Orange

Lifestyle: Enthusiastic, creative, trendy, sporty.

Living: Consumers with an Orange lifestyle are more likely to live in a lively residential area on the outskirts of inner-city areas. Residents with an Orange lifestyle are not so easily disturbed by their fellow residents or neighbors. They like a multicultural setting which is part of the dynamics of their urban living environment. The Orange target group demands access to retail and leisure facilities in the immediate vicinity.

Retail: Energetic consumers and inspired by trends and new developments. They are spontaneous buyers who like to spend an afternoon shopping to get new ideas or "score" something nice.

Contemporary Yellow

Lifestyle Spontaneous, relaxed, informal, a little impulsive.

Living: The atmosphere of the neighborhood is as important for this target group as the home they live in. They are attached to family life and their fast number of local social contacts. Their residential area is considered to be an "ordinary" residential area with tenants and homeowners in all life stages. They like to be involved in neighborhood activities as volunteer. The public space is lively with slightly less demanding requirements. A safe, well overviewed, place to play for their children is however important.

Retail: Contemporary consumers (often families with children), their consumer preferences can best be described with 'casual'. Shopping is really an outing for them. They are prone to score bargains!

Cozy Lime

Lifestyle Friendly, caring and helpful.

Living This lifestyle is relatively common in the smaller and medium-sized (new) towns outside the central city. They prefer to live in a neighborhood where people really are a community and know, understand and respect each other. A fairly tight-knit and small-scale neighbourhood. They consider their home as a private area with a safe access to the public area.

Retail: The Lime consumers are not trend minded. They buy products and design that are widely accepted. They are however focused on value for money within their relatively smaller than average budget. Discount shops fit; "You can spend your money only once."

Quiet Green

Lifestyle Calm, serious, loyal, patient, careful.

Living: These consumers prefer to live in an environment that they know very well. The neighborhood should offer the safety and security they need to feel. It's simply the feeling that they belong there. They tend to be very risk avoiding. Therefore, they prefer to live outside the major cities, in an ordinary new-build neighbourhood or in a solid, convenient (senior) apartment near amenities. If they have grown up in the countryside they live in a rural area or a village. In general they like to stay in the same neighborhood, so they don't change houses on a large distance.

Retail They are practical buyers and shop especially if they really need something. They shop purposefully and often have a regular shopping tour with trusted addresses. In general they could be described to be critical and price-conscious buyers.

Well-considered Aqua

Lifestyle Balanced, thoughtful, open-minded, socially engaged.

living: The Aqua target group sets clear standards that have to be met within the environment they preferably want to live in. A well-kept neighborhood with privacy, tranquility and sufficient space is important for this target group. Predominantly low-rise buildings with the peace and privacy look and feel are sought after. The Aqua lifestyle do not mind living in a more mixed neighborhood, but the norms and values should be very clear.

Retail: This lifestyle is quality-oriented and like to make well-considered choices. Shopping preferably at quiet times and they value the advice of an expert. A relative large proportion of these households are so called "empty nesters".

Stylish Blue

Lifestyle Businesslike, perfectionist, formal, correct.

Housing: The Blue target group prefers a quiet, spacious residential area with an exclusive feeling. The Blue target group prefers a luxurious neighborhood within the central city or town as an ideal place to live, but without the show-off that goes with the Purple lifestyle. Semi urban or semi-rural special places, preferably with a long history, are also sought after. They prefer to live in an environment with people with similar values. The Blue target group is mobile so commercial facilities therefore do not have to be available on a larger scale in their own residential area. Sports facilities and secondary schools are desirable.

Retail: The Blue lifestyle is attached to a more exclusive and formal style. Brands, quality and service are more important than a lower price. They like to be informed about the latest trends, but only go along with them if they really catch on (early majority).

Self-confident Purple

Lifestyle: Self-aware, enterprising, decisive and ambitious..

Living: The Purple target group prefers to live in a central location in the larger cities. A luxury urban district or residential area in a small or medium-sized municipality suits well. The neighborhood has a dynamic appearance and special characteristics. It should fit into the 'show-off' way they want to present themselves. The purple target group likes to live in an urban environment with good amenities at walking distance. (sports facilities, library, cinema or theatre) Entertainment opportunities in the immediate vicinity are also part of the identity of the residential area.

Retail: They look for special, innovative items, clothing or shops. The Purple customer group sees shopping as a fun activity and they spend a relatively large amount on this. They are assertive consumers with a sense of trends and will be among the first to adopt. They are on the look out for new places to be or new trends to wear.