



nunwood

Insight · Analytics · Activation

**Agency of
the Year**

Mi Awards
2010

**Agency of
the Year**

Drum Awards
2009 & 2008

**Technology
Innovation**

EXPLOR Awards
2009

**Agency of
the Year**

Marketing
2007, 2005 & 2004

**Best
Agency**

Research / MRS
2008 & 2004

www.nunwood.com



Segmentation Strategies

Segmentation can be a powerful catalyst of change and driver of competitive advantage.

- 🕒 Consulting across your business ensures we link segmentation plans to relevant functions, systems and strategic priorities.
- 🕒 Utilising disparate data sources we blend needs and behaviours, co-creating segment models linked to customer lifetime value.
- 🕒 End-to-end stakeholder engagement ensures an energetic, commercially valuable outcome. Insight marketing and Fizz technology puts segmentation at the heart of daily life.
- 🕒 Segmentation should be an ongoing, game-changing way of working: not just an ad hoc project. We help ensure continuous evolution and internal acceptance.

**Winners
Best Financial
Services**
MRS / Research
Awards

“Nunwood’s capacity to develop a commercially focused segmentation to drive strategic planning really sets them apart. Drawing on internal marketing and film to promote our work, they were able to combine consultative expertise with the necessary business knowledge to ensure our investment is delivering real results, for marketing, proposition design and customer strategies.”

**Simon Gulliford,
Group CMO, Standard Life**

Standard Life

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