

Adult Toy Collector Segmentation

A major global toy manufacturer was interested in better understanding the attitudes, behaviors, motivations, and preferences of adult male toy collectors as a means of informing product and marketing strategies.



Tools Used:

Online Ethnography
Segmentation
Design Driven Deliverables
Strategic Consulting

Approach

W5 conducted an online segmentation survey with 2,400 adult male toy collectors in the US, UK, and France to identify and define distinct and actionable consumer segments that exist among collectors. Segment composition was defined post hoc based on collectors' attitudes, behaviors, and emotional/psychographic characteristics as they related to the category. In-depth profiles for each segments, including brand preferences, collection behavior, and annual spending patterns, were developed by applying a multitude of multivariate analyses.

An additional element of the engagement included establishing the size of the US adult male toy collector population. W5 was able to use statistical inference techniques to estimate the size of this population; better informing the Client about the overall US consumer landscape.

Results

W5 identified four distinct and actionable collector segments based on attitudinal and behavioral criteria. W5 was able to identify two high value segments as well as one segment that represented a conversion opportunity. Identifying barriers to serious collecting allowed the Client to develop product, messaging, and strategy that fostered low value collectors into adopting the attitudes and behaviors of high value segments.