

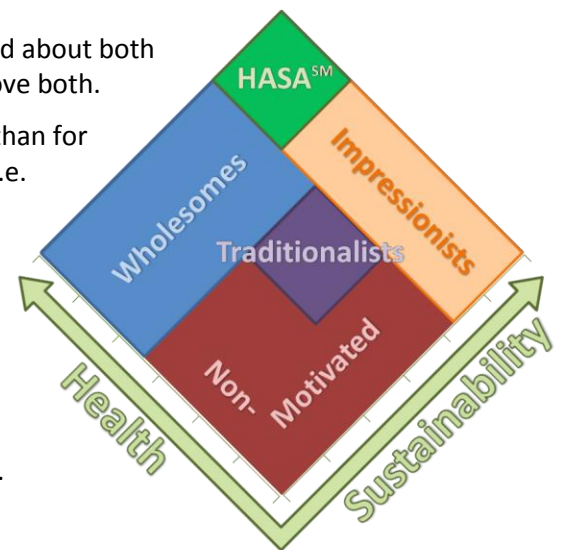


## HASS<sup>SM</sup>

Segmentation based on attitudes and behavior towards personal and planetary health is vital in the development of effective sales messages. Though true in many cases, this is particularly true in the HASS (Health & Sustainability Segmentation) space. For example, there are differing and often diametrically opposed behaviors and product choices between consumers with high concerns for the planet's health and those with lower level of concerns. With that in mind, five segments have been developed which can be used to group anyone based on his or her attitudes towards personal health and planetary health. These attitudes are extracted using an extensive consumer survey.

1. **HASA<sup>SM</sup> (Health & Sustainability Advocates)**: Strongly concerned about both personal and environmental health, and actively works to improve both.
2. **Impressionists**: Higher concerns for health of the environment than for personal health. Not as action-oriented as the HASA segment (i.e. "talks the talk, but doesn't walk the walk").
3. **Wholesomes**: Higher concern for personal health than for environmental health (still moderately concerned about the environment).
4. **Traditionalists**: Moderate concern about both personal and environmental health.
5. **Non-motivated**: Low concern for personal and planetary health.

*Note: Profiles for each segment are available*



This segmentation can be used to determine how an ad or campaign performs amongst the groups. We can also break down participants in a brand and/ or category by HASS to see if those who are the most concerned about the environment are buying the brand or participating in the category. If a brand has a lower percentage of HASA and Impressionists than the overall product category, they need to better communicate their environmental initiatives. This relationship can be tracked over time.