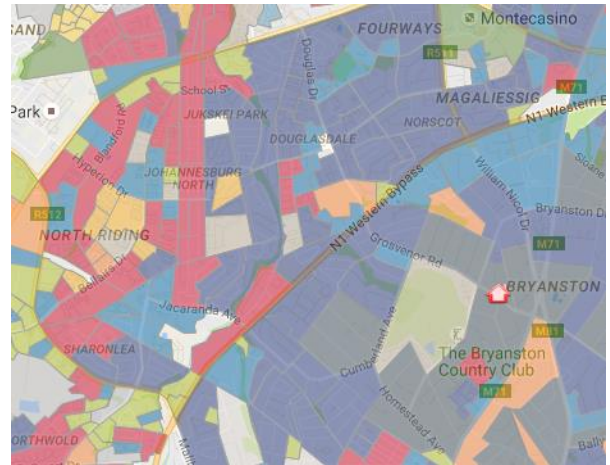




What is Kaleidoscope?

Kaleidoscope is our geodemographic segmentation tool. People tend to gravitate towards living in areas where they are surrounded by people who are similar to them. This is partly a feature of wealth – for example, people with higher incomes choose to live in more expensive houses – but also is related to other factors: people in similar stage of life, with similar religions, of similar races etc. will generally group together.

Using several different datasets, we have segmented the population into 19 key segments, and characterized each area in South Africa by the predominant segment or type of person who lives in that area. Our areas are very granular – there are over 100,000 throughout SA – which makes Kaleidoscope the most geographically granular demographic segmentation tool available.



How can it help me?

The best use of Kaleidoscope is by companies that have consumer customers, and who want to understand those customers better, and to find more customers who match their target profiles.

- A) If you know roughly where your customers live (e.g. from a customer loyalty program, delivery information, or store credit card information) you can use Kaleidoscope to profile your customers by assigning the predominant characteristics of each area to the customers who live in that area.
- B) If you don't have any knowledge of where your customers live, but have physical outlets, you can see what type of people live in the area surrounding your outlets, and find more people who look like that.
- C) You can use the tool to find areas that match certain characteristics – e.g. where people have children between certain ages and there is typically at least one car per household.

These are just a few examples of the multiple applications.



Who generally uses a geodemographic segmentation tool?

Marketers, Geographic Information System departments, Retail Property location departments, small businesses, and many more.

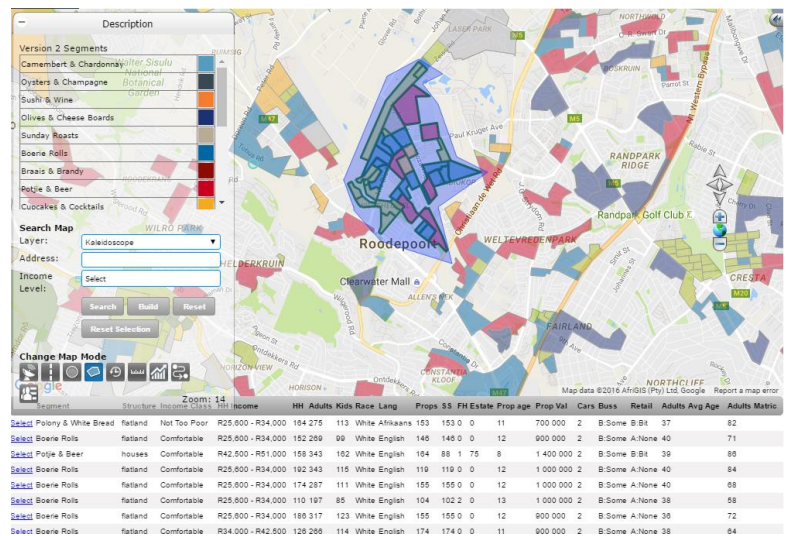


What does it look like?

The product can be delivered in a format that works for your business. Some companies like to host the data in their own systems to integrate with their internal (eg customer) data; in this case we can provide it as a database. The most popular format is our GIS platform, Lightstone Explore Online. This enables

visualization of the segmentation, and also contains a Query Builder with which you can identify areas that have people matching criteria that you select.

For example, you can find the following: All areas that contain people between 30 & 40 years old, that have been educated further than matric, and where households earn greater than R50,000 per month. Selecting a particular area enables you to see data descriptions of each sub-area within (in the area below the map).



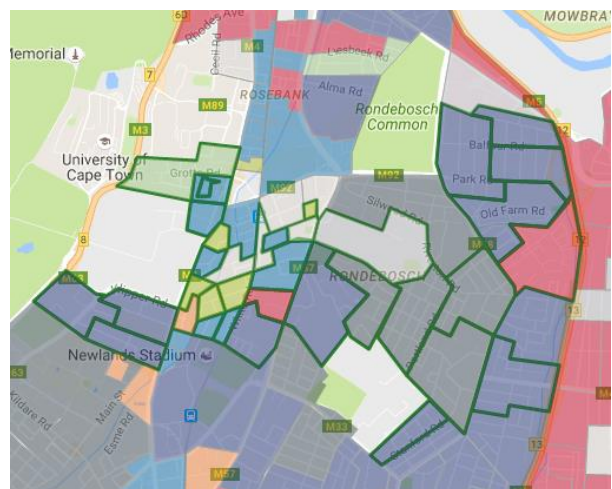
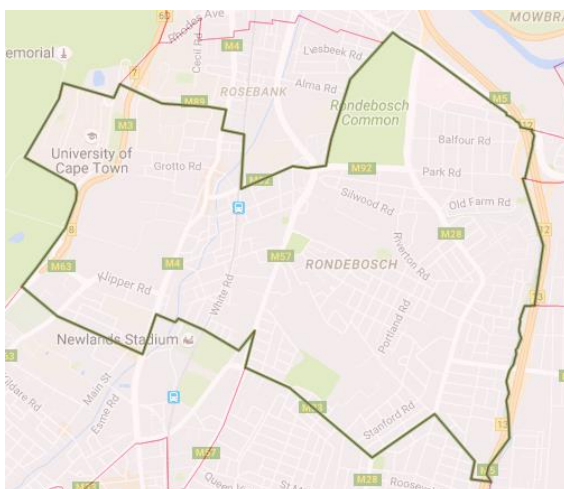
Why use Kaleidoscope instead of other segmentation tools?

Which geodemographic segmentation tool is most suitable for you depends on the features of each, and the specifics of your needs. Below are the features of Kaleidoscope that we believe differentiates it:



GREATER GRANULARITY

There are around 9,000 suburbs in SA, which might seem like a lot, but when it comes to profiling your customers it's not granular enough. Consider Rondebosch suburb, and the diversity of people living within that one suburb; just considering income there are areas within which households earning R13-R19K live, all through the ranges up to >R102K per month, depending on what part of Rondebosch you live in. Treating all Rondebosch customers the same would give very inaccurate results.



Kaleidoscope is available at Enumerator Area level, of which there are over 100,000. This allows for much more granular focus in your profiling and marketing initiatives.



DIFFERENT DATASETS

The Lightstone Group of companies has, within its divisions, access to several different rich datasets; Demographics, Property, Auto, Business, and Retail. These have been combined to give more information on segments & better characterise the people who live in them.



HOSTED ON GEOSPATIAL PLATFORM, WITH QUERY BUILDER

Its availability as a layer on our geospatial platform (Lightstone Explore Online) broadens the options for use, and makes understanding your customers so much more tangible. The Query Builder allows you to set your own parameters and identify areas with characteristics that are specifically relevant to your brands and your customers.



CAN BE COMBINED WITH OTHER SPATIAL DATASETS

The availability of Kaleidoscope on our geospatial platform opens up the ability to layer other spatial data on top, to broaden the information derived. For example; the location of your outlets; the location of all your customers; suburbs; other facilities such as hospitals, pharmacies, businesses, schools, places of worship, etc.



What does it cost?

This depends on which delivery mechanism you prefer, the size of your company, the number of users, and whether you wish to have other layers activated in addition. Please feel free to contact us should you wish to understand costs specific to your needs.



Why is it called 'Kaleidoscope'?

A Kaleidoscope is an optical device (a toy), usually a cylinder with mirrors, which contains loose coloured objects like beads and bits of glass. When you look into one side, light coming in to the other side creates a colourful repeated pattern caused by reflection of the beads etc in the mirrors.



We called our product Kaleidoscope because when you look at the map of South Africa, with each area coloured in its predominant segment's colour, it resembles the bright mosaicked look that you get when looking through a kaleidoscope. Each twist of the kaleidoscope changes the colour pattern; similarly, changing your area of focus with Lightstone Explore's Kaleidoscope has the same effect as twisting the kaleidoscope.



What are the segments?

	Oysters & Champagne			Polony & White Bread	
	Camembert & Chardonnay			Russians & Chips	
	Olives & Cheese Boards			Khota	
	Sunday Roasts			Magwinya & Zamalek	
	Sushi & Wine			Pap & Ting	
	Cupcakes & Cocktails			Walkie-Talkie	
	Potjie & Beer			Tripe & Umqombothi	
	Boerie Rolls			Malva Pudding	
	Braais & Brandy			Gin & Tonic	
	Tea & Rusks				

What do the segment names mean?

We wanted to capture the essence of each segment in a way that would help create an association for the user between the type of person that occupies each segment and the name of the segment. In South Africa, we have a very disparate population, polarised by wealth and race, which we didn't want to make a feature of the segment names. Food, however, is a theme that we found has a good association with people across segments. Whilst one would not be surprised to see people from many segments eating the same food, you'd find that some foods are particularly common in some segments; it is this that we have tried to capture in the segment names.



Want more information?

We'd be happy to demonstrate Kaleidoscope or answer any questions you have. You can reach us on any of the following:

