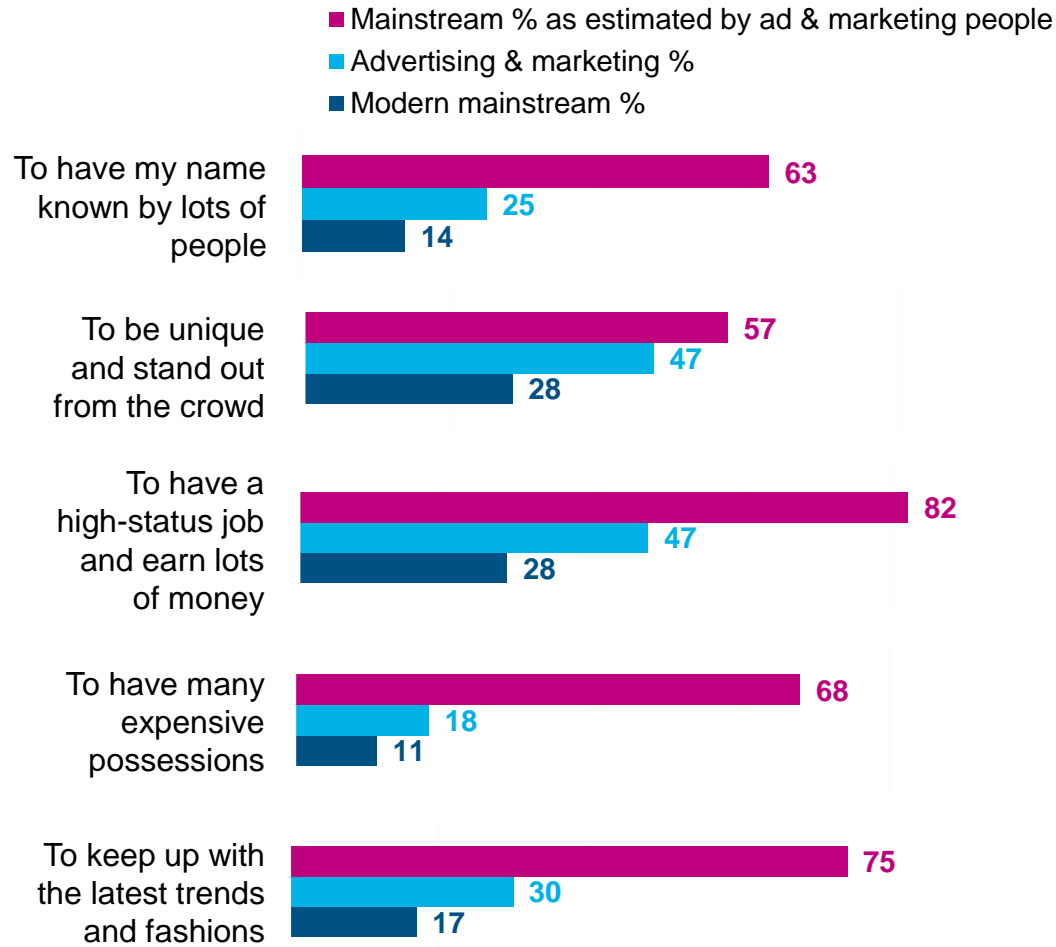


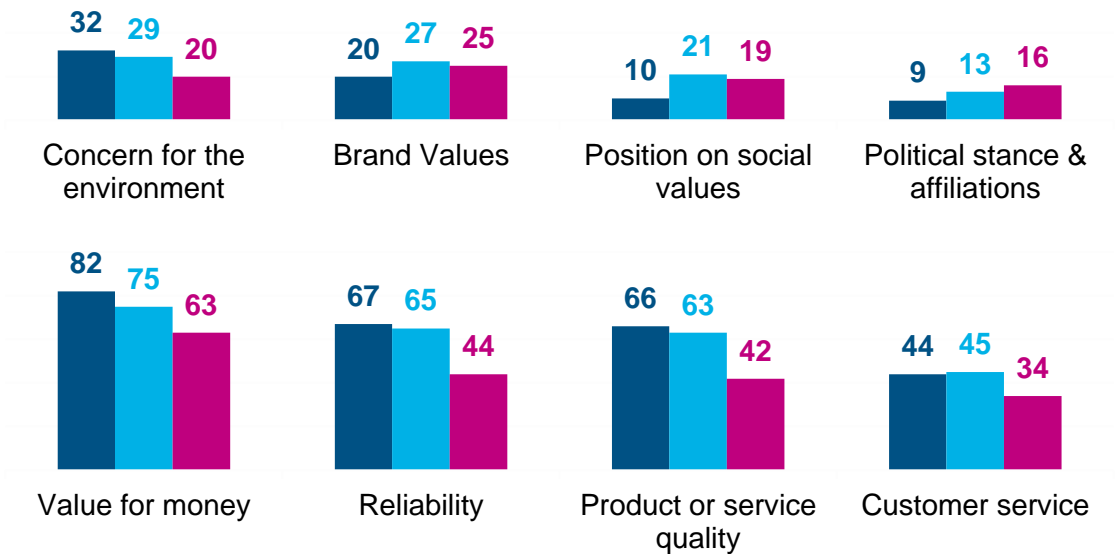
Why consumers should always been asked about their own values



'Extrinsic aspirations' gap



% most important when buying products and brands



Modern mainstream = middle 50% in terms of household income (£20k-£55k) [n= 1,143]. Ad & marketing people: agencies or advertisers [n = 205]