

# When last did you redefine your target market?

By  Erik du Plessis and Neil Higgs

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The definition of LSMs has changed 5 times in the last 14 years. Did you review your brands' target market? Here's why you should...

Barbara Cooke gave us a summary of LSM changes since 1990, which shows that the variables were changed 7 times between 1990 and 2011 alone.



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When the AMPS data gets to the media planners or market research companies, it contains a field titled UNIVERSAL LSMs. The latest universal LSM is used in all media plans, sampling and market analyses. Have you considered the effect on your definition of the brand's target market in your strategies?

Our [full article](#) contains a chart that shows how the number of people in each LSM group changed each year. This chart uses that particular year's scoring system...

[Click here](#) to view the article in full, and [here for more information](#) on the authors' availability to do keynote talks at company strategy conferences.

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## ABOUT ERIK DU PLESSIS AND NEIL HIGGS

Erik and Neil are the 'old folk' of marketing, with a mountain of experience between them. They love watching brands grow, have seen brands die and have consulted with nearly every major brand in SA at some stage. They have published papers in accredited journals, won awards and are honorary members of AMASA and SAMRA. They've also talked at major international conferences as well as local keynote talks on the state of the market.

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