

Unlocking the Cosmic Code of Consumer Behaviour

How Zodiac Traits Can Supercharge Your Marketing Magic...



We are moving towards greater personalization...

There is an ever – increasing need for brands to align deeply with consumer expectations & understand them more intuitively



Starbucks Rewards program and mobile app, enables personalized recommendations, special offers, and loyalty incentives, enhancing the customer experience & driving loyalty



Netflix uses data from viewing patterns, preferences, and behaviors to recommend content for enhanced viewing experience and content discovery, as per your taste & preferences. This even informs them about new productions.



Experiences and products tailormade to consumers' fitness needs and journey

Nike Training Club & Nike Run Club



Seamless user experience, combined with data from Apple services, allows to create an integrated and intuitive product lineup that anticipates user needs

Hyper – personalization, is the key to future consumerism



Enhanced customer journey mapping



Increased life time value & retention



Intelligent & iterative innovation



Optimize customer acquisition costs



Revenue growth & cross sell/ upsell potential



INQOGNITO™
...uncovering consumer truths



& our Sun Signs can do more than just define our quirks & personalities

Astrology traces its roots back to the Babylonians around 2,400 years ago, who were among the first to divide the ecliptic—the apparent path of the sun—into 12 equal parts

For the Babylonians, stars weren't just objects in the sky; **they were guides, divine messengers reflecting human life and consciousness**

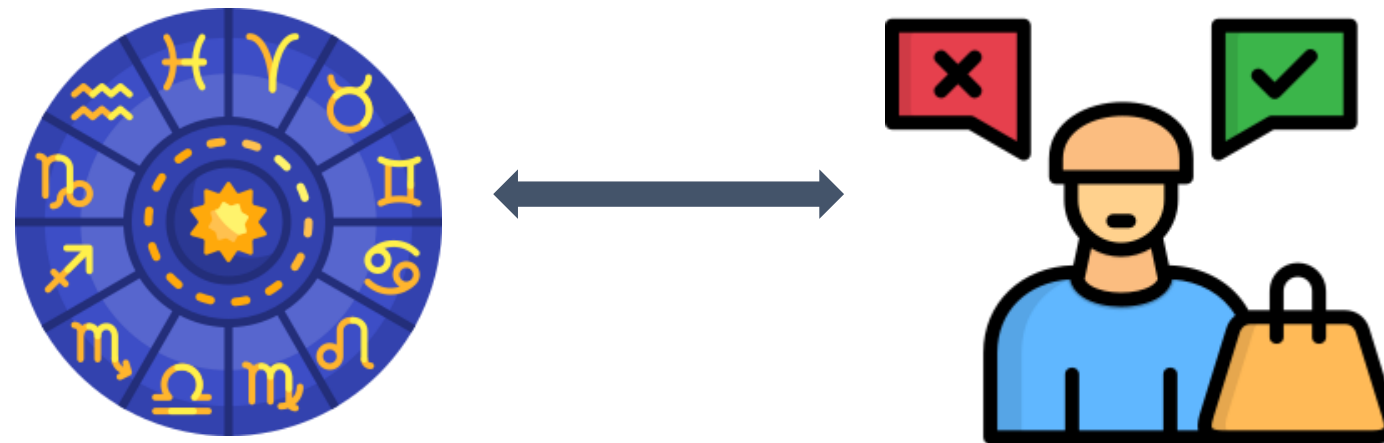


These sections became known as the zodiac signs we recognize today, **each associated with unique myths, elements, and planetary rulers.**

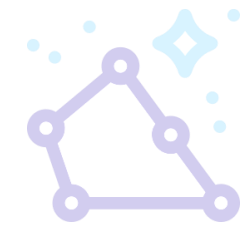
They can tell and guide us much beyond...

Astrology, often seen as a tool for understanding human nature, also **illuminates decision-making processes in everyday life, including how we shop, what we value in brands, and which products catch our eye.**

By **blending astrological insights with behavioral analysis**, we can unearth fascinating consumer trends



Each sign brought its own unique consumer fingerprint



Each zodiac sign has its own personality blueprint...

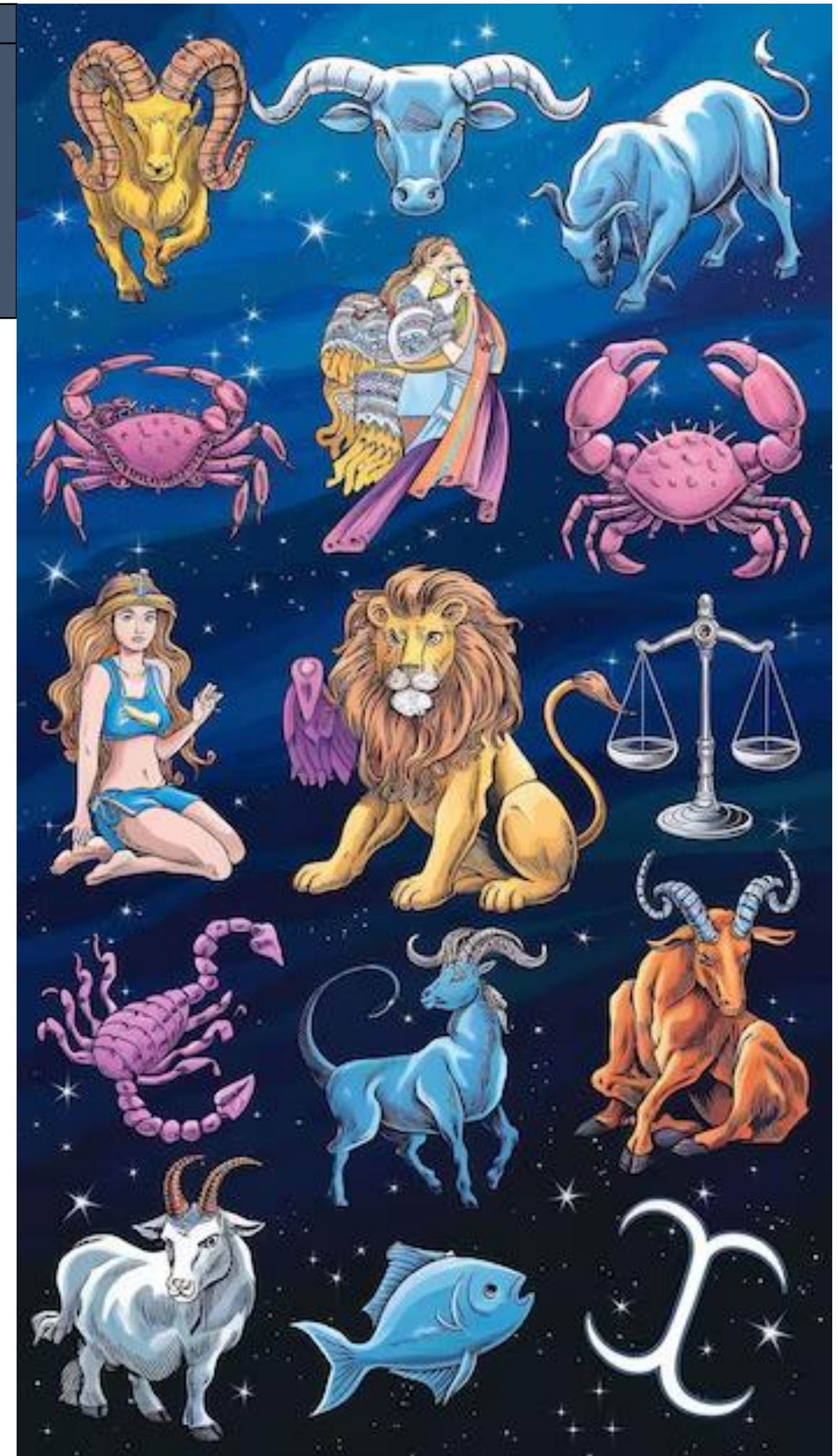
A 2021 study from the *Journal of Consumer Research* found that people whose personalities align closely with their zodiac traits are way more predictable in their shopping behaviours than those categorized by traditional metrics

Aries, the bold and impulsive fire sign, can't resist a good flash sale—they'll throw items in their cart before they even blink

Meanwhile, practical Capricorn is more cautious and digs long-term value. They're your loyalty-program devotees, always looking for a solid deal on the bigger picture

Marketers can ride this cosmic wave to create tailor-made campaigns that strike just the right chord.

As we couldn't be intrigued more, we conducted a strategic analysis to map the decision -making frameworks and behavioral patterns inherent to each zodiac archetype



Harnessing the Power of Zodiac, via blending System I vs. System II Thinking

Curating the stars to better understand cosmic influences on our decision - making



System I

- Fast, instinctive decisions
- Example: impulse buys
- Quick reactions to stimuli
- Relies on heuristics and shortcuts
- Emotional responses drive choices
- Low cognitive effort required
- Automatic processing of information
- Often influenced by external factors
- Less critical evaluation of options
- Tends to favor immediate rewards
- Prone to biases and errors
- Useful in routine situations
- Responds well to advertising cues
- More likely to follow trends
- Can lead to regret post-purchase



System II

- Slow, deliberate thinking
- Example: comparing products
- Involves careful analysis and reasoning
- Requires significant cognitive effort
- Logical and systematic approach
- More controlled decision-making process
- Evaluates long-term implications
- Less susceptible to biases
- Engages in critical thinking
- Useful in complex situations
- Takes time to weigh pros and cons
- Involves planning and strategizing
- Relies on factual information
- More likely to consider alternatives
- Can lead to satisfaction with choices
- Requires patience and focus

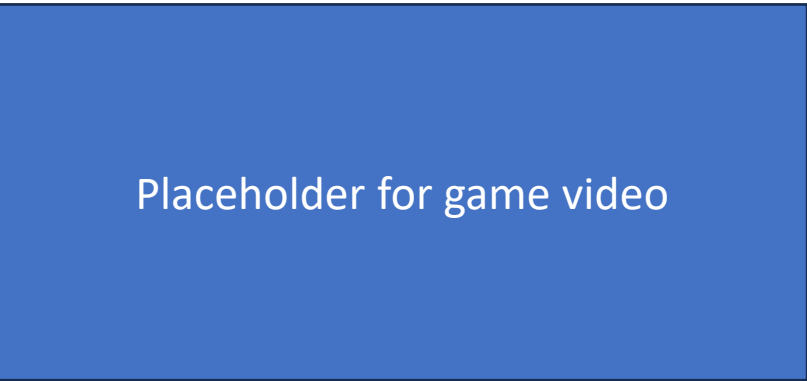
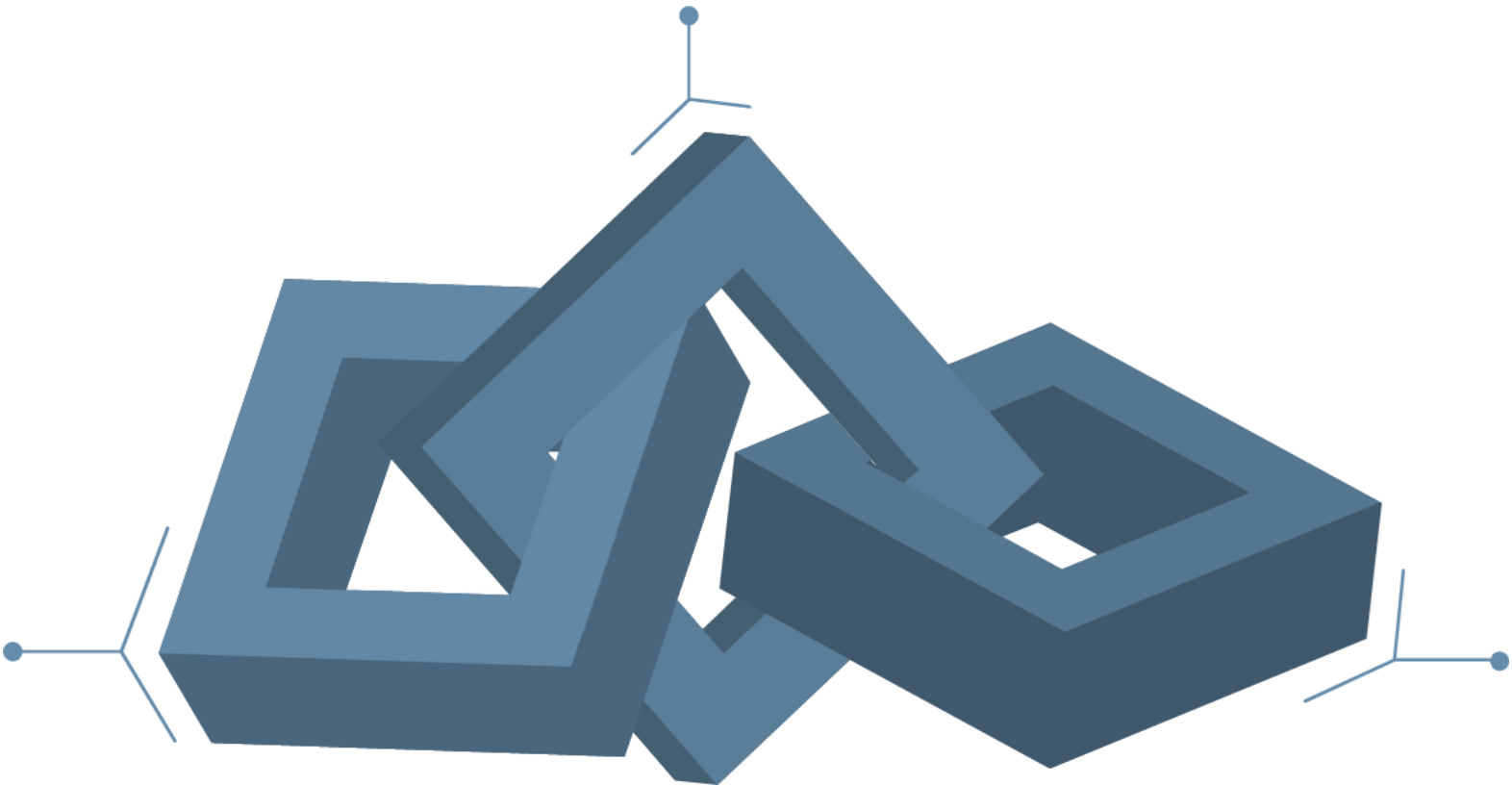
Curating the method mix...



PURCHASE DECISIONS | BRAND LOYALTY | FINANCE

Eliciting Zodiac Personality Traits

Unique personas and traits, to capture the Zodiac personalities and their manifestations – across the 12 sun signs

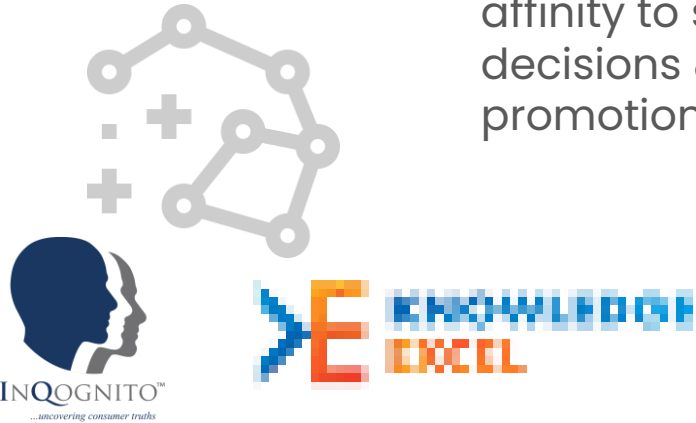


Explicit Survey

Using online proprietary panel to get SYSTEM II insights on consumers' decision making and affinity to specific buying decisions & offers/promotions

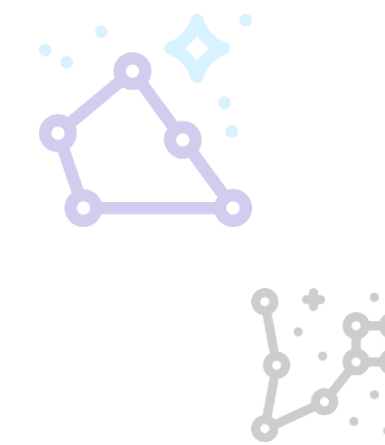
Implicit Association Testing

Sub – conscious resonance with key buying choices and implicit attraction/affinity across the Zodiacs



SHOPPER PERSONA | BRAND | PROMOTIONS

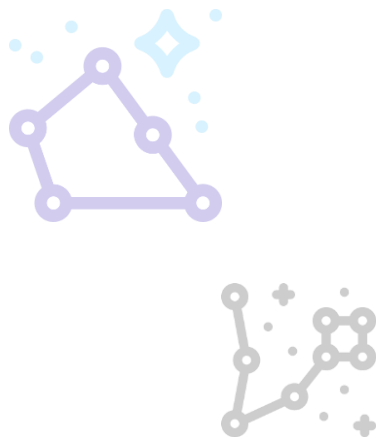




& what the stars revealed...



Impulsive and Adventure Seeking Shoppers



Aries



Leo



Sagittarius

These consumers favor **instant rewards, high-energy promotions, and experiential or exclusive offers** that reflect a sense of **thrill or status**

They are less interested in future-based savings and more drawn to offers that **provide immediate gratification (e.g., BOGO, flash sales)**

Zodiac traits that resonate

- Impulsive
- Adventurous
- Bold
- Competitive
- Confident
- Excitement Driven

Behaviours they exhibited strongly

Risk takers, enjoy excitement and thrill that comes along
Not able to decide sometimes, and feel confused
Prefer bold and innovative products, that make them stand out

Practical and Value Oriented Buyers



Taurus



Virgo



Capricorn

This segment values clear, transparent rewards and is **motivated by practicality and durability over novelty**

They avoid overly complex offers and prefer straightforward discounts that provide obvious and **stable benefits (e.g., flat discounts, loyalty programs)**

Zodiac traits that resonate

Pragmatic

Detail Oriented

Evaluative

Conservative

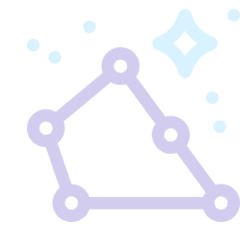
Assurance Seekers

Behaviours they exhibited strongly

I like to examine things in detail to make an informed purchase decision

I like to go with tried and tested products

I like to stick to my preferred and familiar brands



Emotionally Driven, Brand Loyal Customers



Cancer



Scorpio



Pisces

These consumers are drawn to **brands that resonate with their values and emotions**.
They tend to avoid misleading promotions and prefer brands they trust

They appreciate offers that feel genuine, provide emotional rewards, or **create a sense of belonging (e.g., loyalty programs, exclusive memberships)**

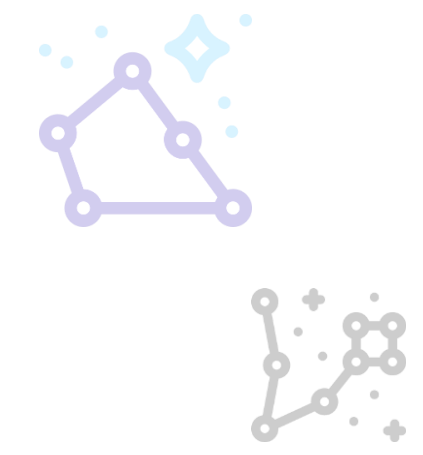
Zodiac traits that resonate



Behaviours they exhibited strongly

- I like to stick to my preferred and familiar brands*
- I am extremely driven to achieve my goals and success*
- I am extremely emotional, and sensitive and get hurt easily*

Curious and Experience Driven Shoppers



Gemini



Libra



Aquarius

This segment is open to **exploring new brands and products, often influenced by trends, social proof, and unique or innovative promotions.**

They are drawn to engaging, straightforward offers but tend to be **wary of anything that feels overly restrictive or complex.**

Zodiac traits that resonate

Inquisitive

Loyalty

Social

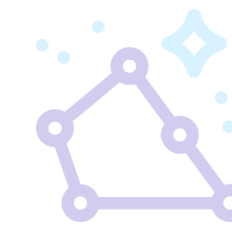
Engaging

Indulgence

Transparency

Behaviours they exhibited strongly

- I like to examine things in detail to make an informed purchase decision*
- I am experimentative, and like to try new things*
- I am concerned about actual proofs than claims*



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...uncovering consumer truths

Impulsive vs. Deliberate Zodiac Decision Styles



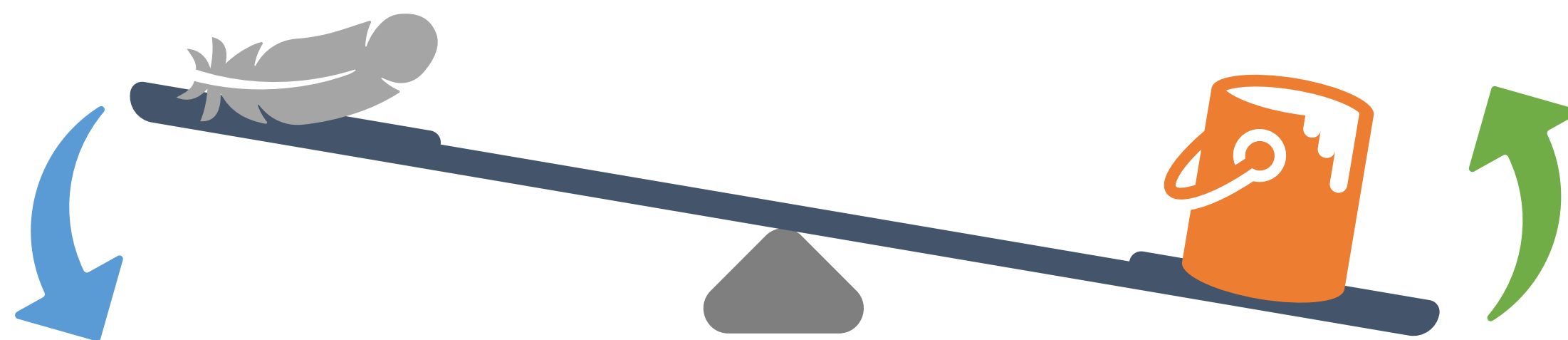
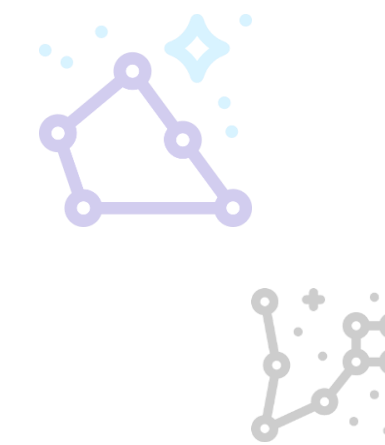
VS

Impulsive Signs: Aries, Leo, Sagittarius

- System I thinking
- Impulsive decision-making
- Driven by excitement
- Guided by gut feelings
- Attracted to flashy offers
- Quick to act on limited-time promotions
- Focus on immediate gratification
- Less emphasis on details
- Prefer spontaneity in choices
- Value thrill in decision-making
- Often follow trends
- Seek excitement in experiences
- Decisions made on instinct
- Less likely to weigh pros and cons
- Impulsive purchases are common

Deliberate Signs: Virgo, Taurus, Capricorn

- System II thinking
- Detail-oriented decision-making
- Need convincing for purchases
- Focus on long-term benefits
- Appreciate carefully crafted product descriptions
- Value loyalty perks
- Analyze options before deciding
- Weigh pros and cons thoroughly
- Seek assurance and reliability
- Prefer planned purchases
- Take time to evaluate choices
- Less swayed by flashy marketing
- Prioritize practicality and functionality
- Assess risks and rewards
- Tend to research extensively before acting



■ **Highly Rated Offers**

Aquarius consumers favor offers such as Flat Discounts, Buy One Get One (BOGO), and Buy Two Get One (B2G1).

■ **Preferred Traits**

Consumers prefer Simple offers, Immediate rewards, and have a Dislike of commitments.

■ **Marketing Insight**

To effectively engage Aquarius consumers, utilize transparent and flexible offers and avoid subscription-based or complex promotions.

Aquarius Consumer Insights

1 Highly Rated Offers



The top offers favored by consumers include Flat Discounts, Buy 2 Get 1 (B2G1), and Second Item Discounts.

2 Preferred Traits



Consumers exhibit traits such as being Adventurous, seeking instant gratification, and being wary of overly generous offers.

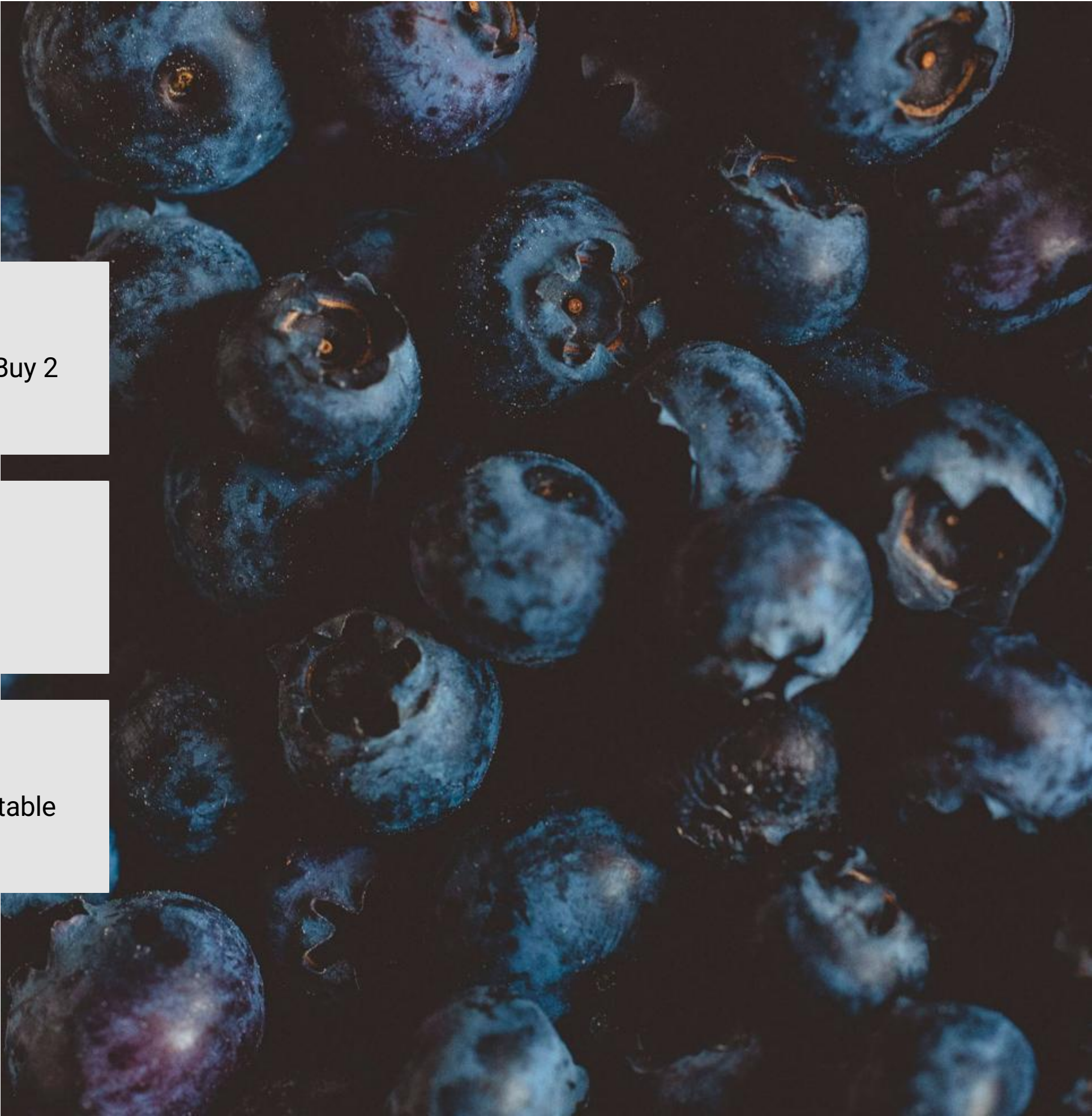
3 Marketing Insight



The strategy should focus on simple offers with competitive elements while avoiding future-based discounts.

Aries Consumer Insights

Cancer Consumer Insights



Highly Rated Offers

Consumers show a preference for offers such as Flat Discounts, Buy 2 Get 1 (B2G1), and Conditional Discounts.



Preferred Traits

Consumers are emotionally driven, cautious, and seek clarity and emotional connection in their interactions.



Marketing Insight

Marketing strategies should emphasize trust, transparency, and stable offers while avoiding overly complex bundles.



1

Highly Rated Offers

Capricorn consumers are attracted to offers such as Freebies, Flat Discounts, BOGO (Buy One Get One), and B2G1 (Buy Two Get One).

2

Preferred Traits

These consumers are characterized as Practical, Cautious about commitments, and Value-add seekers.

3

Marketing Insight

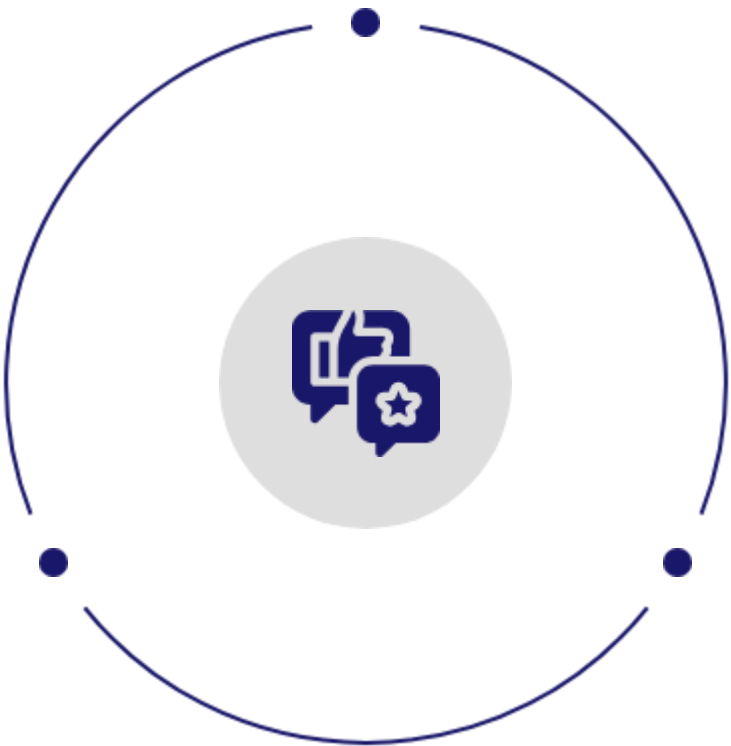
Marketing strategies should highlight additional value and immediate savings while avoiding subscription models.

Capricorn Consumer Insights

Gemini Consumer Insights

Highly Rated Offers

Consumers prefer offers such as Buy 2 Get 1 (B2G1) and flat discounts.



Marketing Insight

Engaging and straightforward offers are essential; avoid ambiguous discounts to increase consumer trust.

Preferred Traits

Consumers exhibit traits of being adaptable, curious, and skeptical about hidden commitments.





Highly Rated Offers

The most appealing offers include B2G1 (Buy 2, Get 1) and Flat Discount.



Preferred Traits

Consumers are characterized as bold, enjoy recognition, and prefer immediate rewards.



Marketing Insight

The marketing strategy should focus on exclusive and thrilling offers while avoiding complex or bundled deals.

Leo Consumer Insights



1

Highly Rated Offers

The offers that resonate well with consumers include 'Buy 2 Get 1' and discounts on the second item.

2

Preferred Traits

Consumers exhibit traits such as being fair-minded and enjoying a balanced, fun shopping experience.

3

Marketing Insight

It is important to emphasize enjoyable and transparent rewards while avoiding complicated bundles in marketing strategies.

Libra Consumer Insights

Pisces Consumer Insights

1

Highly Rated Offers

Pisces consumers respond well to offers such as B2G1, BOGO, and Freebies.

2

Preferred Traits

Pisces consumers are characterized by being imaginative, emotionally driven, and cautious with complex offers.

3

Marketing Insight

To effectively engage Pisces consumers, utilize emotionally engaging offers with simple value while avoiding overly structured promotions.



**Highly
Rated
Offers**



**Preferred
Traits**



**Marketing
Insight**

**Sagittarius Consumer
Insights**



Highly Rated Offers

Consumers highly favor offers such as Buy 2 Get 1 (B2G1), Flat Discounts, and Buy One Get One (BOGO).



Preferred Traits

Scorpio consumers are characterized as strategic, value-driven, and cautious about misleading offers.



Marketing Insight

To attract Scorpio consumers, emphasize clear value and tangible rewards while simplifying complex offers.

Scorpio Consumer Insights



Taurus Consumer Insights

1

Highly Rated Offers

Consumers prefer straightforward discounts such as flat discounts and second item discounts.

2

Preferred Traits

Taurus consumers are characterized as practical, loyal, and wary of free or complex offers.

3

Marketing Insight

It is essential to highlight stable and transparent discounts while avoiding ambiguity in promotions.



■ **Highly Rated Offers**

Virgo consumers respond well to offers such as Buy 2 Get 1 (B2G1), Flat Discounts, and Conditional Discounts.

■ **Preferred Traits**

Virgo consumers are characterized as analytical, detail-oriented, and skeptical about hidden terms in promotions.

■ **Marketing Insight**

To effectively engage Virgo consumers, utilize clear-value offers with transparency and avoid overly complicated promotions.

Virgo Consumer Insights



- For instance, the impulsive nature of Aries translated into spontaneous purchasing habits, while the detail-oriented Virgo proved to be a discerning, often brand-loyal shopper.
- Libras gravitated toward aesthetically appealing products, valuing balance and beauty in their choices, while the fiercely independent Aquarius showed a preference for unique, offbeat brands



The Role of Zodiac Traits in Marketing

Exploring Consumer Behavior through Astrology

Unique Edge in Understanding Consumers



Zodiac signs can provide marketers with insights into consumer behavior.

Intuitive and Analytical Decision-Making



The presentation will connect intuitive (System I) and analytical (System II) decision-making research.

Shopping Habits Revealed



Star signs can unveil specific shopping habits linked to different zodiac traits.

Quirky Preferences



Zodiac signs highlight quirky preferences that influence purchasing decisions.

Resonating Marketing Messages



Understanding zodiac traits can help marketers craft messages that resonate with consumers.

Zodiac Signs & Personality: Key to Consumer Insights

The Secret Sauce to Consumer Insight



1 Understanding Audience Personality

In marketing, knowing your audience's personality is crucial for successful campaigns.



2 The Importance of Zodiac Traits

Zodiac traits serve as a personalized marketing compass, enhancing audience engagement.



3 Traditional Metrics vs. Zodiac Insights

Demographics and psychographics often fall short compared to insights gained from zodiac signs.



4 Zodiac Personality Blueprints

Each zodiac sign represents specific personality traits, such as impulsive Aries, steady Taurus, and methodical Virgo.

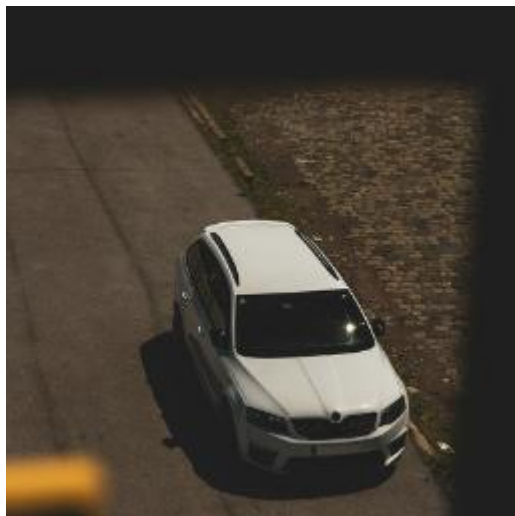


5 Predictability in Shopping Behavior

A 2021 study shows that individuals aligned with their zodiac traits exhibit more predictable shopping behaviors.

Aries and Capricorn: Shopping Behaviours Explained

Understanding Consumer Traits



Aries

- Bold and impulsive
- Loves flash sales
- Quick to throw items in their cart
- Actively seeks immediate gratification
- Less concerned about long-term value
- Responsive to impulsive marketing tactics
- Enjoys spontaneous shopping experiences
- Less likely to compare prices extensively
- Prefers trendy and eye-catching products
- Often shops based on emotions
- Seeks excitement in shopping
- Tends to buy on a whim
- May regret purchases later
- Attracted to limited-time offers
- Values novelty in shopping



Capricorn

- Practical and cautious
- Values long-term deals
- Focuses on solid investments
- Loyalty-program devotee
- Takes time to research before purchasing
- Looks for bigger picture value
- Prioritizes quality over quantity
- More likely to compare prices
- Enjoys shopping with a purpose
- Seeks out reliable brands
- Plans shopping trips in advance
- Less impulsive in decision-making
- Values sustainability in purchases
- Prefers classic and timeless products
- Tends to be budget-conscious
- Looks for discounts and promotions

Crafting Campaigns for Zodiac Signs



Tailor Campaigns to Zodiac Signs

Consider each zodiac sign's unique characteristics when designing marketing campaigns to enhance consumer engagement.



Appeal to Aries

Utilize compelling tactics like 'last chance' email blasts that resonate with Aries' impulsive nature.



Engage Virgo's Analytical Side

Craft well-researched newsletters that cater to Virgo's methodical and detail-oriented preferences.

Discount Preferences Across Zodiac Signs

Deals & Offers: What the Stars Say About Discount Preferences

1

Leo

- Loves big, bold, premium offers
- Prefers exclusive perks
- Enjoys status-symbol products
- Seeks offers that make them feel like royalty
- Not interested in everyday discounts
- Attracted to members-only benefits
- Values premium experiences
- Desires unique and standout deals
- Looks for high-status discounts
- Enjoys lavish and extravagant promotions
- Seeks recognition through exclusive offers
- Favors bold marketing messages
- Enjoys personalized luxury deals
- Wants to stand out with exclusive purchases
- Enjoys offers that enhance their social status

VS

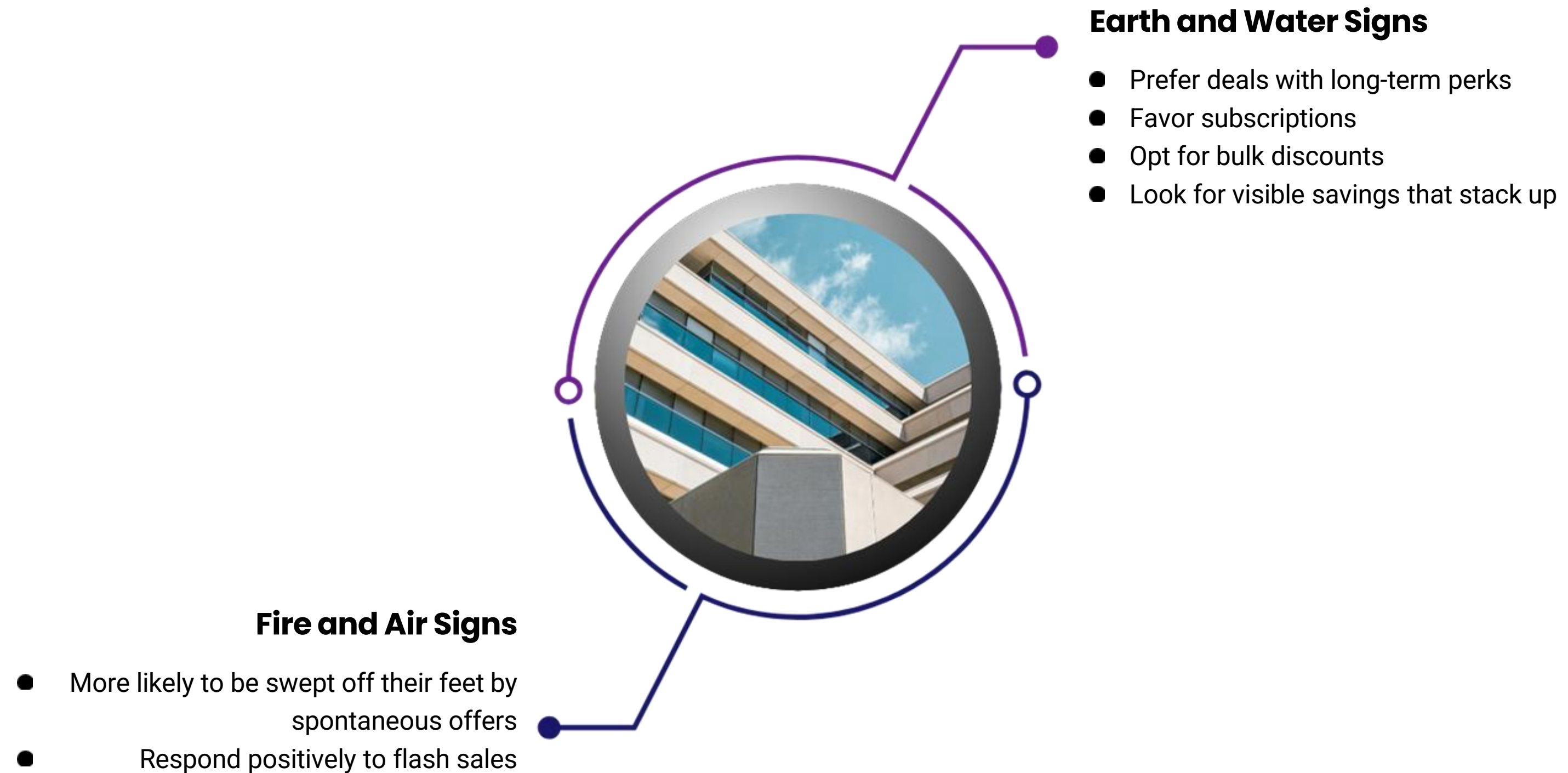
2

Virgo

- Wants practical deals
- Values loyalty points
- Prefers extended warranties
- Seeks value-oriented discounts
- Looks for tangible benefits
- Interested in sensible savings
- Favors straightforward offers
- Values reliability in discounts
- Wants discounts that offer real benefits
- Enjoys clear and detailed deal explanations
- Seeks efficiency in spending
- Desires no-nonsense promotions
- Prefers discounts that enhance value
- Looks for offers that are easy to understand
- Wants to maximize utility from purchases

Astrological Insights on Promotional Offers

Comparison of Astrological Signs and Their Preferences



Personalization in Marketing Strategies



New Level of Personalization

Marketers are moving beyond one-size-fits-all campaigns to create tailored experiences.



Combining Insights

Layering zodiac insights with demographic and behavioral data allows for deeper personalization.



Targeting Consumers' Hearts

Promotions can be crafted to resonate with consumers on a personal level, specifically their star signs.





Zodiac-Based Segmentation: A Marketing Revolution

Why Zodiac-Based Segmentation is Your Secret Weapon

- 1

Hyper-Personalization Demand

Brands are increasingly seeking methods for hyper-personalization to engage consumers more effectively.
- 2

Fresh Perspective

Zodiac-based segmentation offers a novel approach, providing brands with deeper insights into consumer behavior.
- 3

Beyond Traditional Data

While demographic and psychographic data remain important, integrating astrological traits adds additional layers of understanding.
- 4

Deeper Consumer Insight

Utilizing zodiac traits allows brands to explore the consumer psyche more thoroughly, enhancing marketing strategies.

1 Observing Subconscious Behaviours

Brands can utilize tools like Implicit Association Tests (IATs) and eye-tracking technology to observe subconscious behaviours linked to zodiac signs.

2 Zodiac Influence on Perception

Different zodiac signs may have distinct reactions; for example, a Leo might be attracted to luxury symbols, while a Virgo focuses on detailed specifications.

3 Crafting Marketing Strategies

These insights into subconscious behaviours can help brands develop marketing strategies that align closely with the traits attributed to each zodiac sign.

Understanding Subconscious Behaviours Through Zodiac Signs



Zodiac Insights for Each

Some SYSTEM 1 Insights for each ZODIAC with OFFER PREFERENCES AND INSIGHTS FOR MARKETEERS Some SYSTEM 1 Insights for each ZODIAC with OFFER PREFERENCES AND INSIGHTS FOR MARKETEERS

Conclusion: The Cosmic Future of Marketing

The Final Cosmic Word



Understanding Consumer Decisions

Marketers have always sought to comprehend the factors that influence consumer choices.



Zodiac-Based Segmentation

Brands that adopt zodiac-based segmentation are poised for extraordinary outcomes.



Personalized Campaigns

The future of marketing lies in creating deeply personal campaigns inspired by zodiac signs.



Connecting with Consumers' Cosmic Cores

These campaigns will resonate with consumers on a fundamental, cosmic level.



Out of This World Rewards

The potential rewards for brands embracing this approach are immense and transformative.

A man with glasses is shown in profile, talking on a rotary phone. He is wearing a brown jacket. In the background, there is a public payphone mounted on a wooden wall. The scene is dimly lit, with a warm, golden light source creating a soft glow on the man's face and the phone.

Create Personalized Marketing Strategies

Discover insights on leveraging zodiac traits for effective marketing