## How Much Have You Known About Affluent Consumers?

<table>
<thead>
<tr>
<th>Who Are They?</th>
<th>What Do They Concern About?</th>
<th>When &amp; Where To Engage With Them?</th>
</tr>
</thead>
</table>

## What Is Syndicated Nielsen Affluent Study?

**Module 1:**
Qualitative Research  
(Know & develop the complete ‘affluent profile’ to identify target customers correctly)

**Module 2:**
Quantitative Research  
(Focus on the Attitude & Behaviors of targeted consumers)

**Module 3:**
On Demand Client Specific Workshops  
(Optional)

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### Reach ➔ Resonate ➔ Resonate

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### 2017 Nielsen Affluent Study

**Special early bird discount** for all confirmation before 30th November, 2017!

**Affluent Consumers are those who:**  
- Have personal income 50mil VND* & above/ month and  
- Household income: 75mil VND** & above/ month