

# Futurefact: A New Perspective

Issued by [Amasa](#)

12 Jun 2002

We've been using LSM's for many years but now there's the new segmentation study, which was conducted in association with the Unilever Institute of Strategic Marketing.

At the AMASA meeting this month **Teddy Langschmidt** will be presenting **The Futurefact Marketscape Communication Segmentation Model**, which clusters people according to the media they consume - a kind of 'tail wag the dog' approach. It reveals some great insights and provides an additional or alternative tool to more accurately segment target markets.

Courtesy of the Citizen, the venue this month is **Inside Out**, Corner William Nicol and Bruton Street, Bryanston, where guests will be greeted with a complimentary drink on arrival. And the food this month is being sponsored by Sunday Times, so no one will leave hungry. A cash bar will be open from 17h30.

Date: Monday 24 June 2002

Time: 17h30 for 18h00

Venue: Inside Out

AMASA members enjoy free entrance whilst non-members will be charged a nominal R50,00 entrance fee at the door.

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