

OCEAN Segmentation



OCEAN is a classification that has been widely used in the domain of social psychology and, more recently, has been used by some of the Media Agency holding-groups for their consumer profiling and planning

The OCEAN classification is based on the Big Five personality traits that uses five broad dimensions to describe the people's personality. These dimensions or characteristics are:



Openness: Associated with having an active imagination, intellectual curiosity, preference to variety, and openness to new experiences.



Conscientiousness: Associated with being careful, diligent, have self-discipline, aim for achievement, and are dependable.



Extraversion: Associated with outgoing, talkative, and energetic.



Agreeableness: Associated with kind, sympathetic, cooperative, warm, and considerate.



Neurotic: Associated with anxiety, worry, fear, depression, jealousy, and loneliness.

These traits assist in understanding the psychology of consumers and allows you to create brand strategies by highlighting the match or mismatch between what the brand stands for and what consumers value.