

# PERSONA

quem são e o que pensam os gaúchos?

**Who are and what think the gaúchos**

Grupo **RBS**

## SUMMARY

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The research started in the second half of 2017 and was concluded in the first semester of 2018. Since the beginning, the main objective was to understand exactly who the "Gaúcho"\* people are, how they think and behave, their values, feelings towards their home state, purchasing process and attitude as consumers, and their relationship with brands.

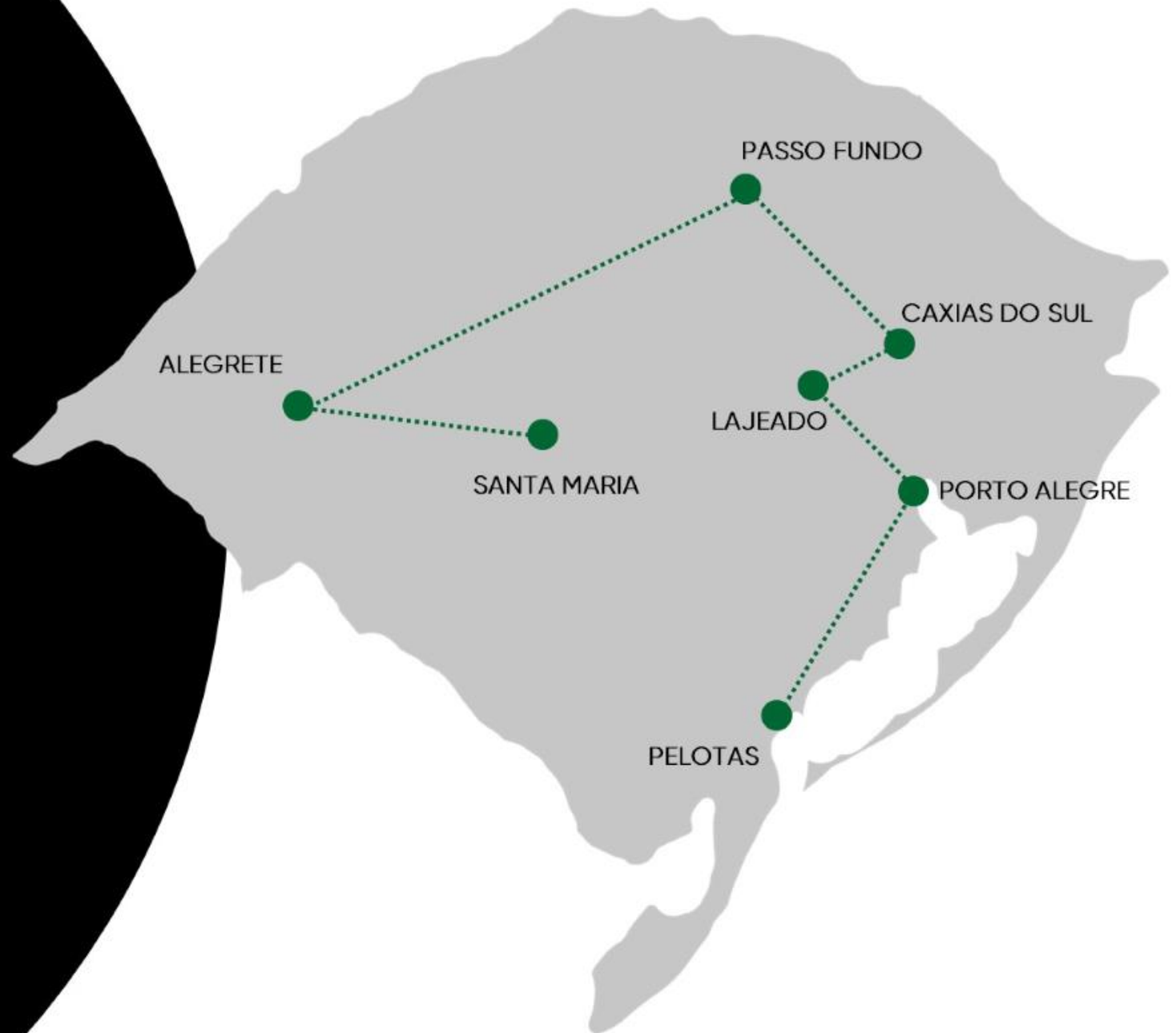
The project reinforces the comprehension about the "Gaúcho" folk, informing to the people how they fit and identify themselves with the traditions. This research has also the function to help the advertisers to develop more precise communication strategies, adapted to these consumer's language.

\*"Gaúcho" is the name given to the people born in Rio Grande do Sul state.

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# WHAT WE DID

We spoke to people from different places of Rio Grande do Sul looking for getting as close to the reality as possible.



# HOW WE DID



Quantitative  
research



Qualitative  
research



Once the relationship amongst the Gaúchos and their state was unveiled, we found

## 5 DISTINCT PROFILES



# GAÚCHOS WHO VALUE THE TRADITIONS



73%

**Really proud to be Gaúcho.**

**Optimistic about the state's future.**

**Education and work as dignifying values.**

**More conservative.**

**Dream about build their own patrimony and  
invest in education.**

**Consumption growth potential after the  
economic crysis.**

**WE NEED TO BE READY FOR THEM!**  
(The biggest share of the population)

# GAÚCHOS WHO DON'T VALUE THE TRADITIONS



EXPORTATION



DETACHED

27%

**Brazil comes before Rio Grande do Sul.**

**Will to leave the state and even the country  
searching for better life quality.**

**Education and work as a path to achieve their  
goals.**

**Less conservative.**

**Desire to achieve life experience now and  
patrimony in long-term.**

**Higher education and financial resources,  
representing more consumption today.**

**WHAT WORKD FOR OTHER  
REGIONS?**

**(less quantity, bigger income)**

# PROJECT'S PRESENTATION GOALS

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The presentation roadshow had its première in “São Pedro” Theater\* in november 2017. After that, the case was shown in person for over 95 clients and presented in various events of the state. More than 50 clients received the material per e-mail.



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\*the most acquainted in the state

## CLIENT'S STATEMENTS

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*"We will be using this content to guide our  
(marketing) campaigns"*

**PAULA,** CAFÉ BOM JESUS (MELITA)

*"The only vehicle undertaking this type of  
investment is RBS. Delivering such data to clients  
is what makes RBS unique"*

**GUILHERME,** LEO BURNET RESEARCH MANAGER

*"This has really helped to clear things for the retail  
sector. It is very well structured. We are relying on the  
partnership with RBS in order to bring more events  
like this to (the city of) Rio Grande"*

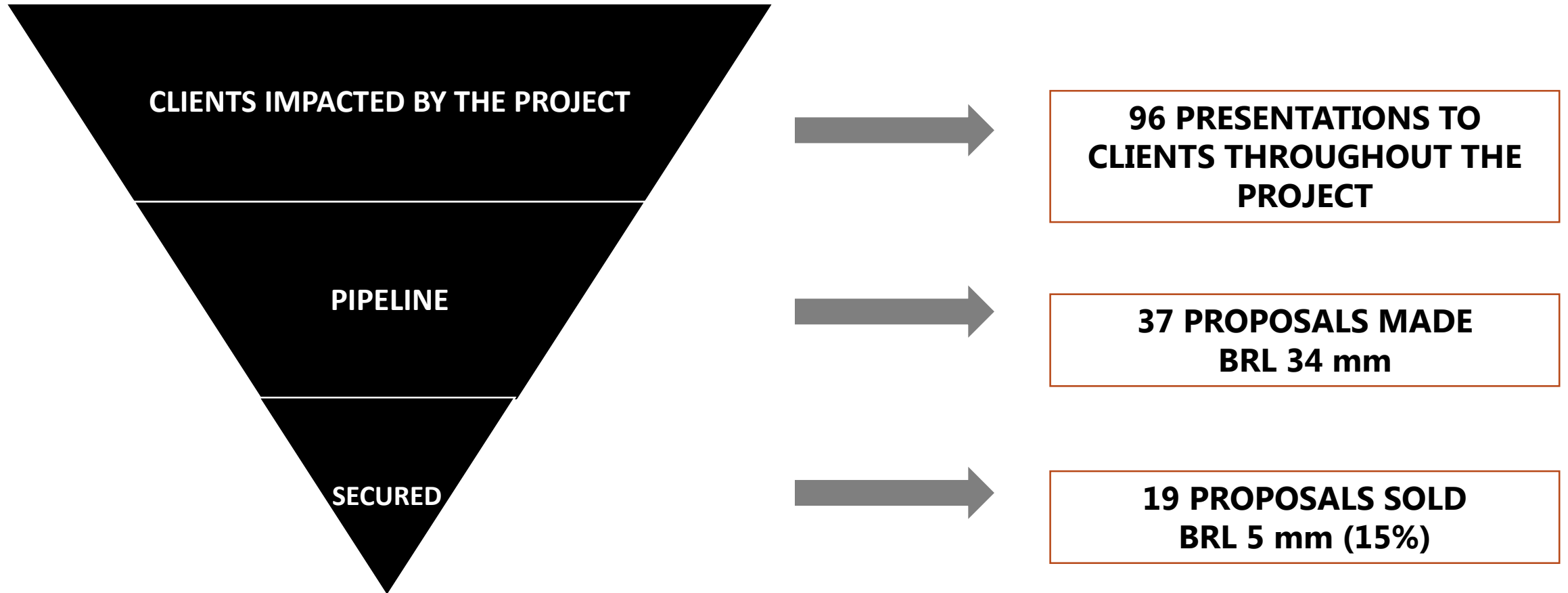
**CELSO COUTO,** SUPERINTENDENT OF PARTAGE SHOPPING, RIO GRANDE

*"We now have something more than guesswork,  
we have a strategic guide. The information  
acknowledged today will guide the strategic  
marketing and commercial plan for Languiru"*

**LEANDRO,** "LANGUIRU" CONSULTANT

# RESULTS

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