

## Spotlight on Market Research

How Research Leads to Better Results, for Lighting Programs October 12, 2015

Imagination at work.

## The Lighting Segment

Lighting is considered a low interest category for most consumers, but depends on the segment.

GE researched and developed consumer segments based on the level of engagement in the lighting category.

The lighting industry has seen many changes over the last few years, with new technologies being introduced.

 Presents an opportunity to find ways to better engage with consumers.

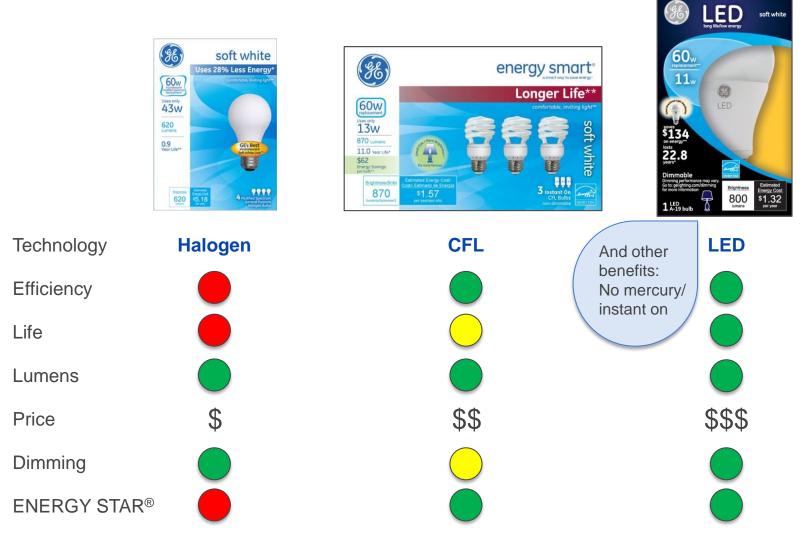








## **Consumer Product Categories Today**





For a copy of the full presentation, please contact:

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