



STRATEGY
RESEARCH
INSTITUTE

Early Adopters (Opinion Leaders) Vs. Mainstream Market

Where Consumers Go to Secure Information about New High Tech Products

Where consumers secure information re: high tech products	Early Adopters	Mainstream
Advertisements in Local Newspaper	22%	36%
TV advertising	5%	19%
Radio advertising	0%	15%
Direct mail	18%	41%
Telecommunications	6%	16%
Internet	78%	27%
Manufacturer's website	22%	14%
Trade publications	17%	15%
Trade shows	11%	8%
Friends/Family	45%	49%
Local guru	11%	15%

The chart at the left (an *actual study involving FTTH/B products*) reveals and establishes the need to:

- Understand similarities and **differences** between these two important market segments;
- Develop message strategies to entice the Early Adopters to “**adopt**” (purchase) and then “**endorse**” your products, and...
- Target those in the Mainstream Market in a fashion that will **ignite the purchasing power** of the Mainstream Market, thus close the chasm between the two market segments (or avoid the chasm altogether).