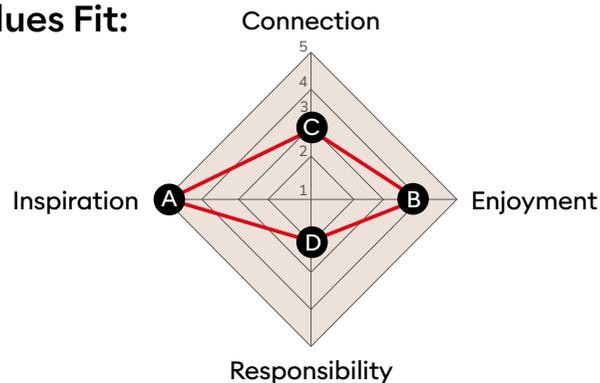


ICMs – Individualistic Cosmopolitans*

We are **culture-conscious experience seekers** who value self-realization and personal growth. We want to gather new experiences and intensively laden moments. We are affluent – and therefore also discerning.

Our Values Fit:



Communication at eye level

Avoid forced special language and rigid or overly formal communication.

Focus on uniqueness

Highlight extraordinary experiences and support them with engaging, dynamic imagery.

Modern interpretations instead of nostalgia

Avoid outdated concepts and focus on modern, authentic experiences.

Enable individualization

Offer options that allow for the personal customization of experiences, supporting individuality.

Convey optimism & trends

Communicate current movements that meet the need for self-development and satisfy curiosity and a thirst for knowledge.

Emphasize harmonization

Show how diverse interests can be brought together, rather than highlighting what is not possible.



1 2 3 4 5

A Inspiration

We are open-minded individuals who value **new things over the old and familiar**. We **take significantly more risks** than average and seek variety and special experiences to broaden our horizons. If anyone is a **first mover**, it's us.

1 2 3 4 5

B Enjoyment

We live happy lifestyles and fully enjoy culture and experiences. When traveling, we appreciate comfort, good food, and authentic hospitality. We are **much more flexible** than the average person and love to satisfy our need for **freedom** by actively exploring both nature and urban spaces.

1 2 3 4 5

C Connection

We appreciate authenticity and seek out genuine cultural experiences. When we travel, we look for a balance between relaxation, fun, and cultural diversity – and even after the trip ends, we enjoy going deeper into what we learnt on the journey.

1 2 3 4 5

D Responsibility

We are self-confident and responsible. We firmly reject violent and authoritarian behaviour. Sustainability matters to us – as long as it remains practical for everyday life.