

BUILD THE STRONGEST GO-TO-MARKET PLAN FOR NEW PRODUCTS

BY IDENTIFYING AND UNDERSTANDING THE CONSUMERS MOST LIKELY TO BUY



UNCOVER KEY INSIGHTS INTO THE AUDIENCE MOST LIKELY TO BE RECEPTIVE TO YOUR PRODUCT AND CREATIVE

BY KNOWING WHAT MAKES THEM UNIQUE AND HOW BEST TO REACH THEM

Below is a partial example of what an innovation team learned about their audience by combining proprietary survey data with behavioral data for their new robot vacuum product

Who They Are

Demographics

- Ages 25-34
- Married
- Employed

Hobbies

They enjoy movies, games, and cooking

They are more likely than the general population to partake in travel and attend theater

Health

They are more likely than the general population to diet and attend casual / quick-service restaurants

They participate in running



Interests

Entertainment
They frequent the theater, buy tickets, watch sports, and enjoy reading books

Philanthropy
They donate to non-profits

Food, Cooking, & the Home
They buy or subscribe to books / magazines for these topics

What to Say to Them

Personality Profile

Appeal to this audience's tendency to be accommodating and compassionate by using communications that show how the vacuum can be helpful to them and others.

Primary Characteristic

Agreeableness

Compassionate and cooperative towards others

Audiences who are primarily agreeable tend to be:

Altruistic / Accommodating / Modest / Uncompromising / Empathetic / Trusting of Others

Based on the audience's scores on other characteristics, this audience is also:

Idealistic	Dependable	Social	Sentimental
Diplomatic	Responsible	Energetic	Affectionate
Deep	Reliable	Enthusiastic	Sensitive
Tactful	Mannerly	Communicative	Soft
Genial	Considerate	Vibrant	Passionate

Secondary Characteristic

Extraversion

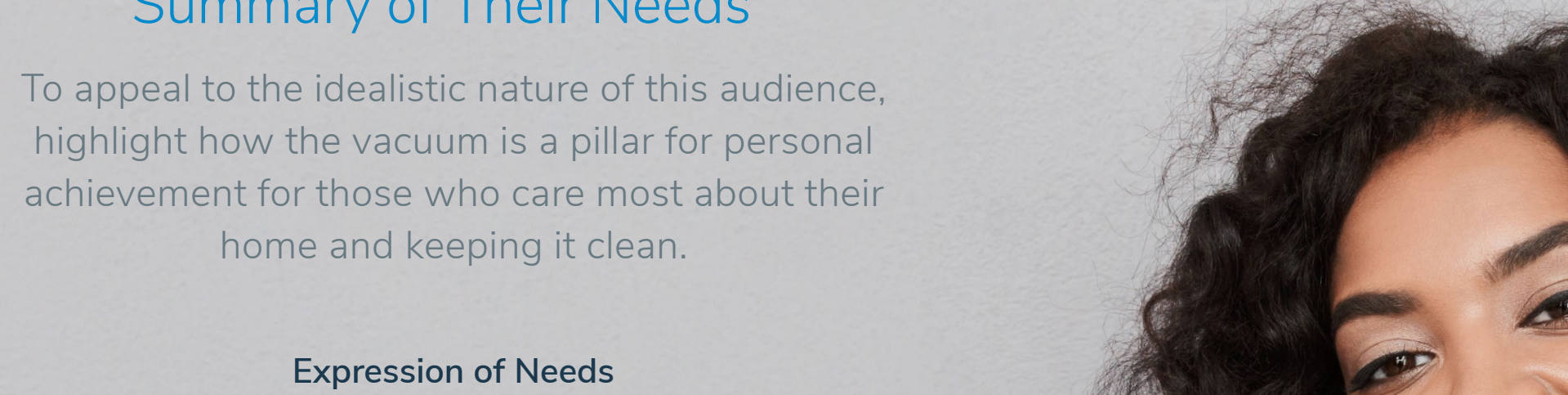
Seek stimulation in the company of others

Audiences who are primarily agreeable tend to be:

Energetic / Assertive / Cheerful / Excitement-Seeking / Outgoing / Sociable

This audience is easy to please but uncompromising when it comes to their morality, so maintain a strong stance on positioning or highlight social responsibilities.

Relative Expression of Agreeableness

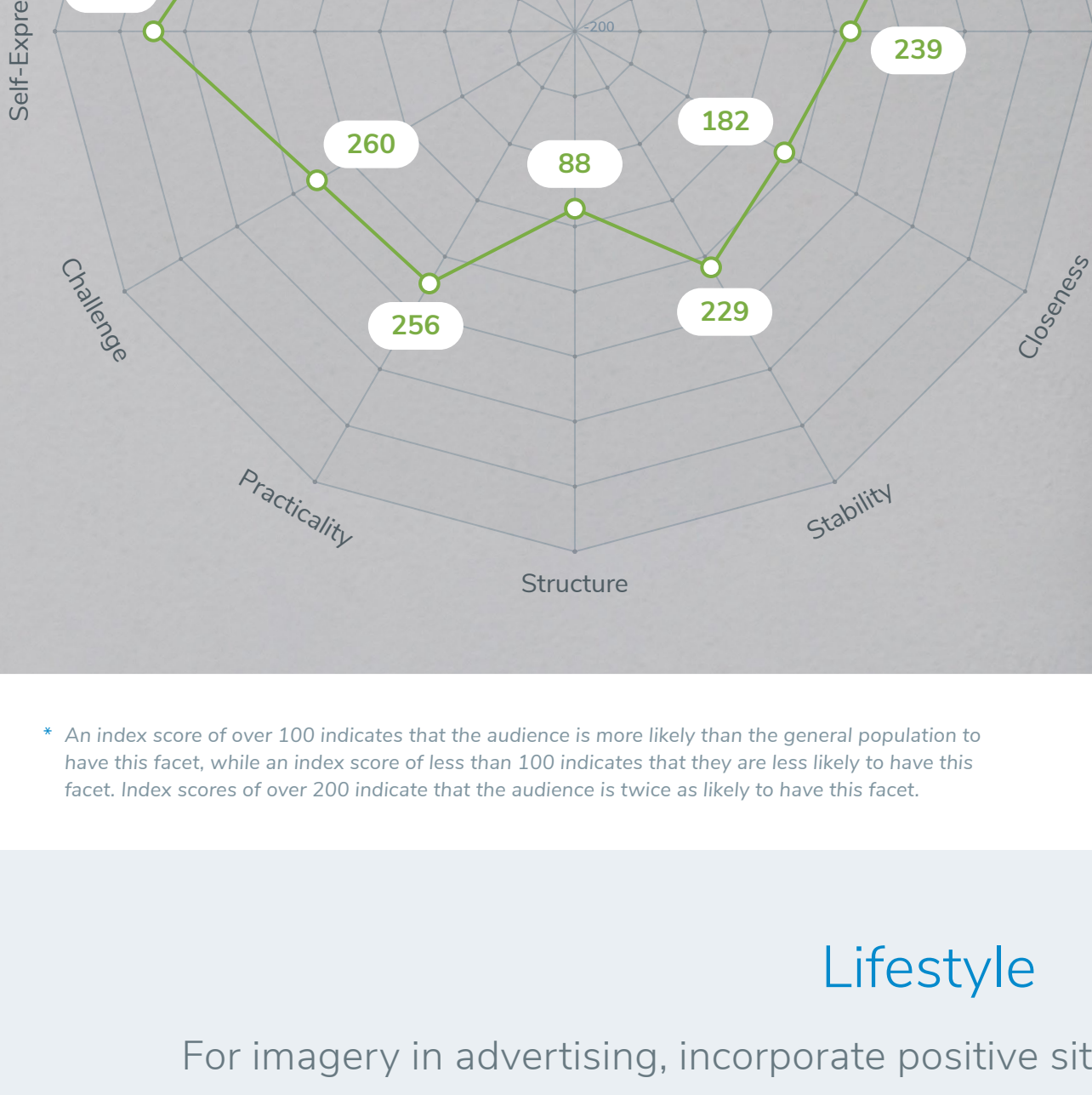


Summary of Their Needs

To appeal to the idealistic nature of this audience, highlight how the vacuum is a pillar for personal achievement for those who care most about their home and keeping it clean.

Expression of Needs

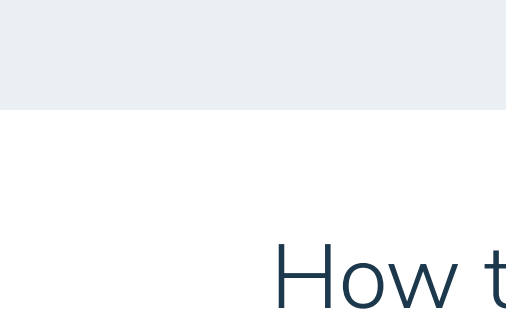
Needs describe which aspects of a product are likely to resonate with your audience



* An index score of over 100 indicates that the audience is more likely than the general population to have this facet while an index score of less than 100 indicates that they are less likely to have this facet. Index scores of over 200 indicate that the audience is twice as likely to have this facet.

Lifestyle

For imagery in advertising, incorporate positive situations and relatable characters in communications, such as a neat person who enjoys keeping their home tidy.



Enjoy Keeping Their House Clean & Tidy



Consider Themselves a Neat Person

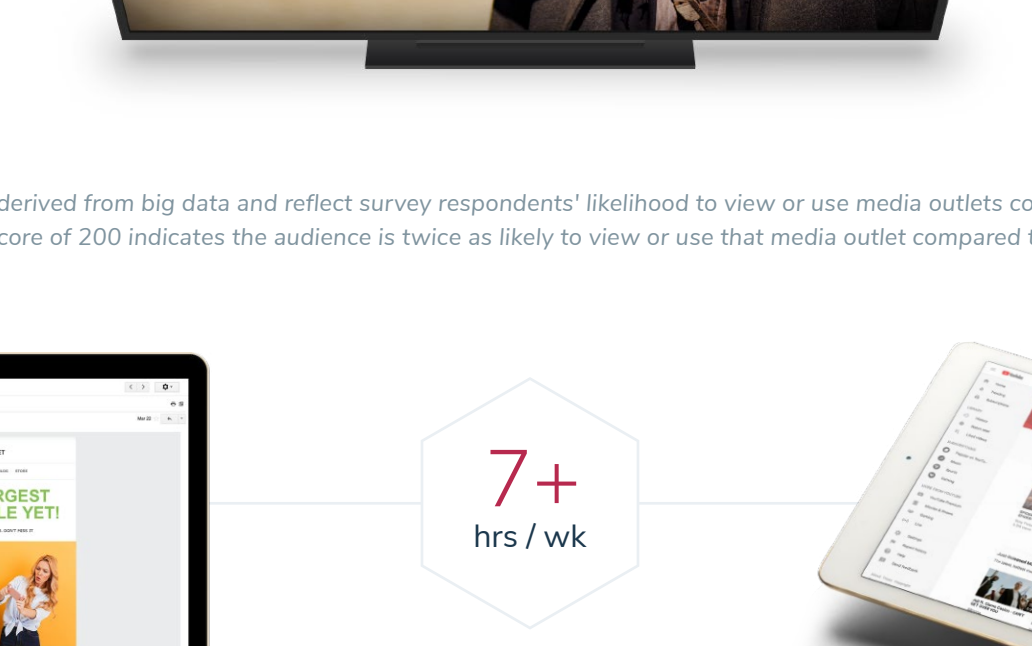
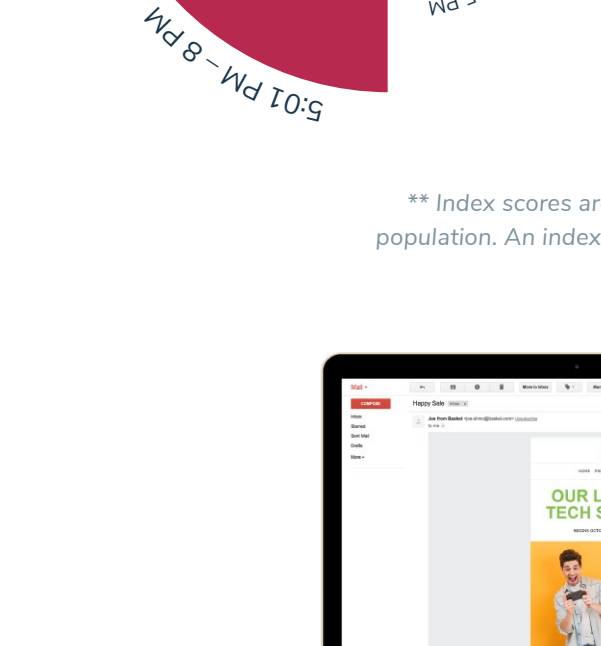
How to Reach Them

Media Reach

Reach those most likely to be receptive to the product during the evening for online or mobile channels and the late evening hours for traditional media outlets.

Watching Traditional TV

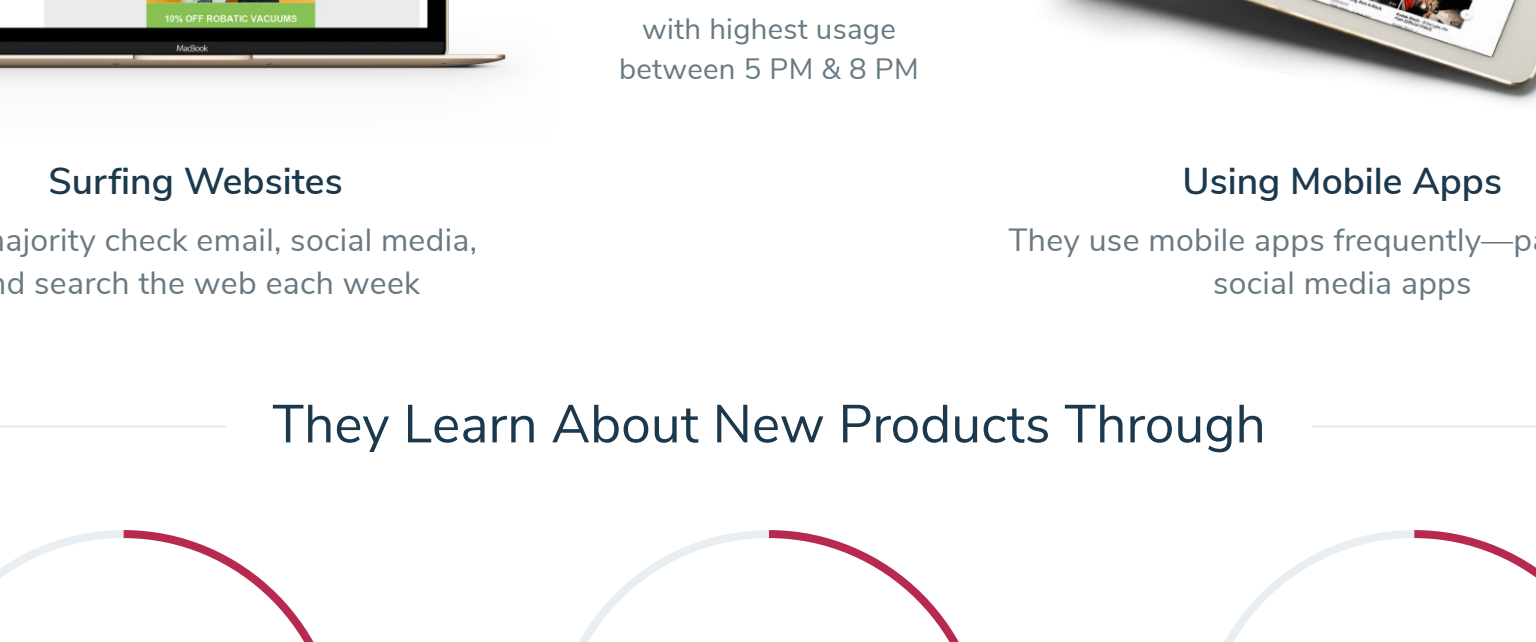
They over index for watching American movie classics, the Food Network, and FX



209** American Movie Classics

204** Food Network

203** FX Network



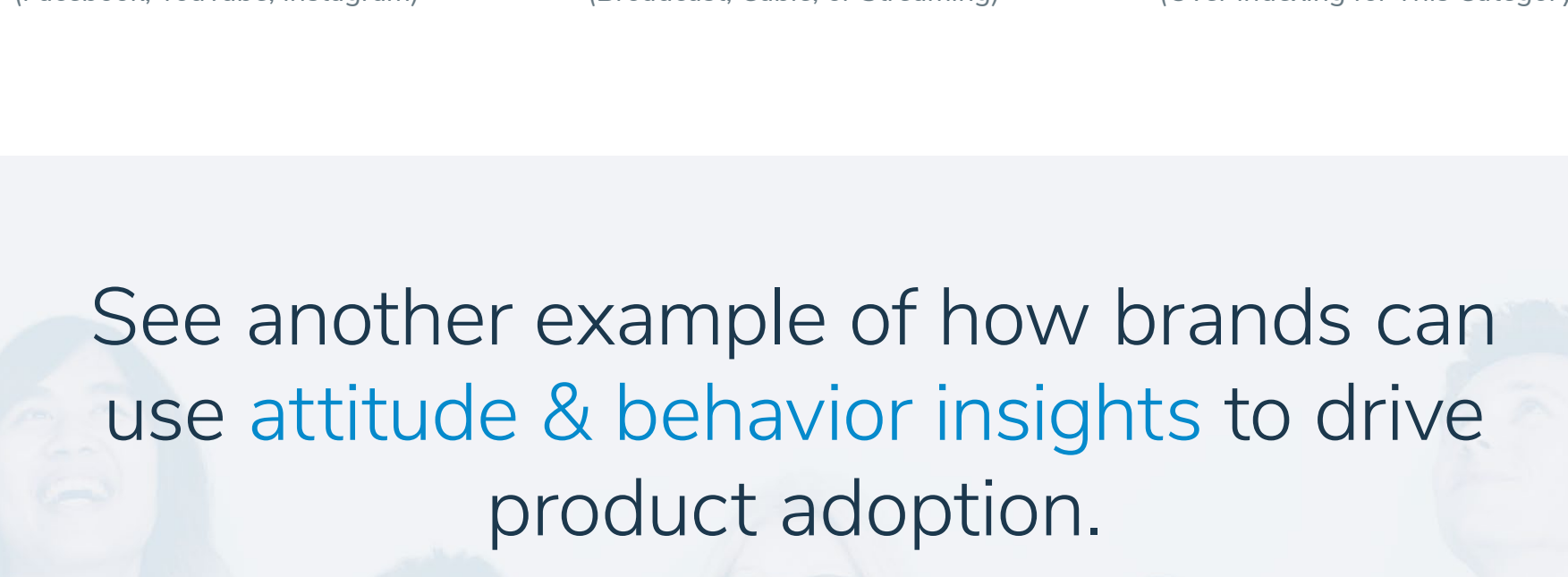
Surfing Websites

The majority check email, social media, and search the web each week

Using Mobile Apps

They use mobile apps frequently—particularly social media apps

They Learn About New Products Through



See another example of how brands can use attitude & behavior insights to drive product adoption.

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