

How to Maximize the Marketing Effectiveness of Segmentation

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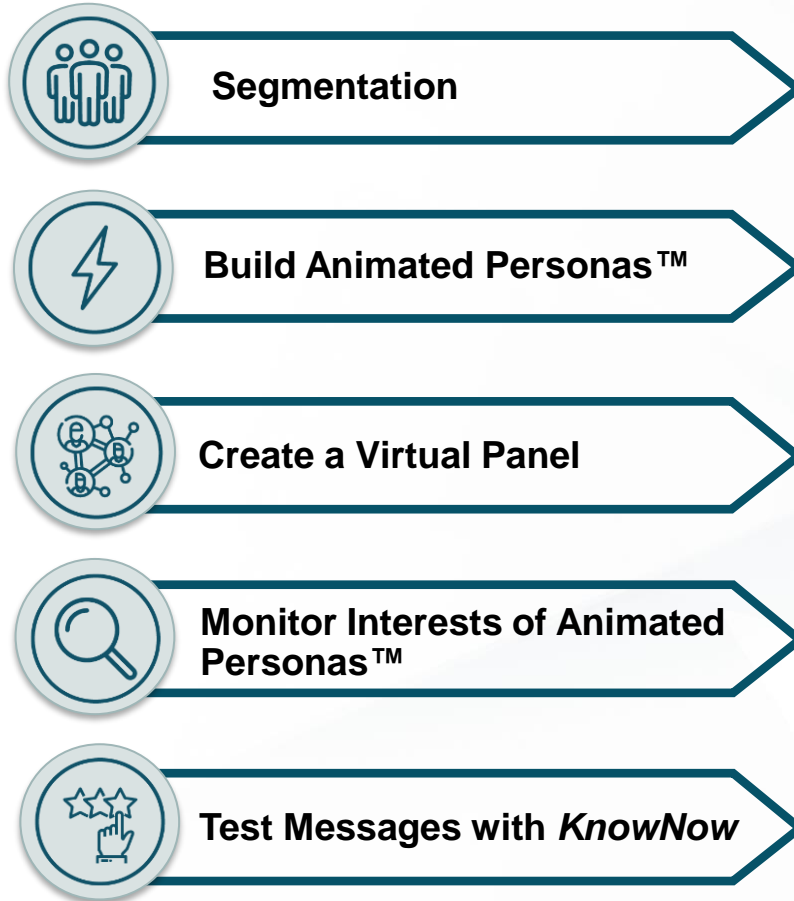
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PersonaPanels

Overview



Segmentation Defined

What is it?

The process of dividing a target market into smaller groups of consumers who share similar characteristics

Why do we do it?

To create an actionable framework that drives more effective marketing and creates greater opportunities

Key Types of Segmentation



Key Benefits of Segmentation



Create a roadmap to profitability and growth

Marketing & Product Strategies

- Stay focused on the *right* parts of the market; prioritize segments, opportunities
- Better-leverage portfolio; targeted products, features

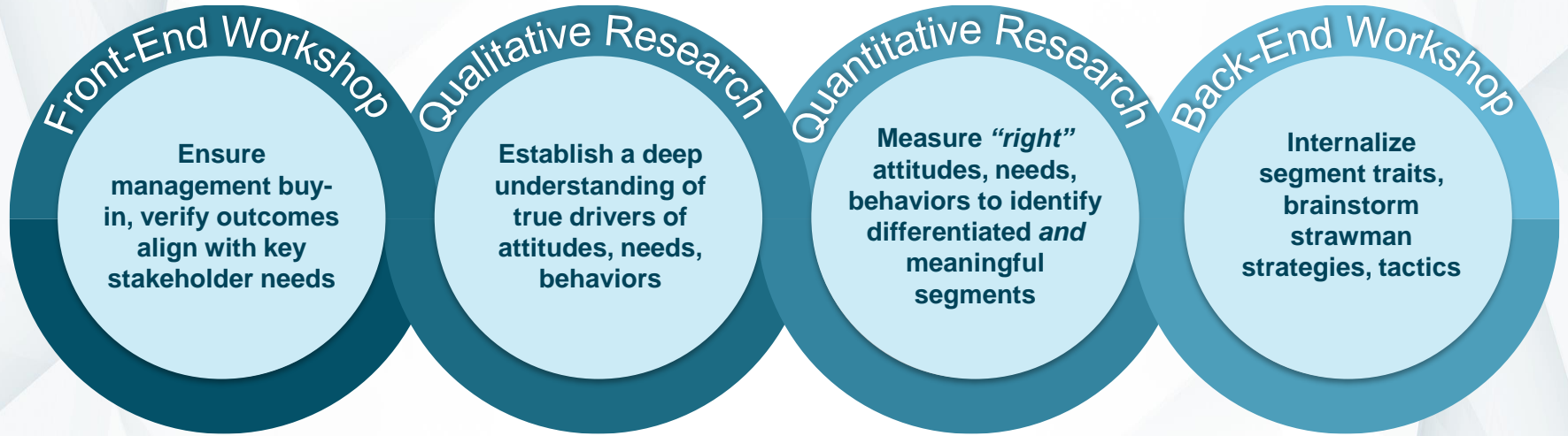
Communication Strategies & Messaging Tactics

- Design targeted advertising/communications campaigns
- Develop more relevant creative & messaging to persuade, convert the *right* target segments

Branding & Positioning

- Differentiate brand from competitors in the *right* segments
- Build deeper brand affinity with key segments

A “Typical” Segmentation Process





Have a Strategy for Implementation!

- 1 Analyze existing customers—interests, searches, etc.
- 2 Create personas for key customer segments
- 3 Identify opportunities for key segments
- 4 Develop, test & iterate concepts
- 5 Build better marcom campaigns

Next-Level Segmentation Implementation

Virtual Panel of Animated Personas™

Marketing Effectiveness | Profitability | Growth



Virtual Panel of Animated Personas™

How does the process work?

Build

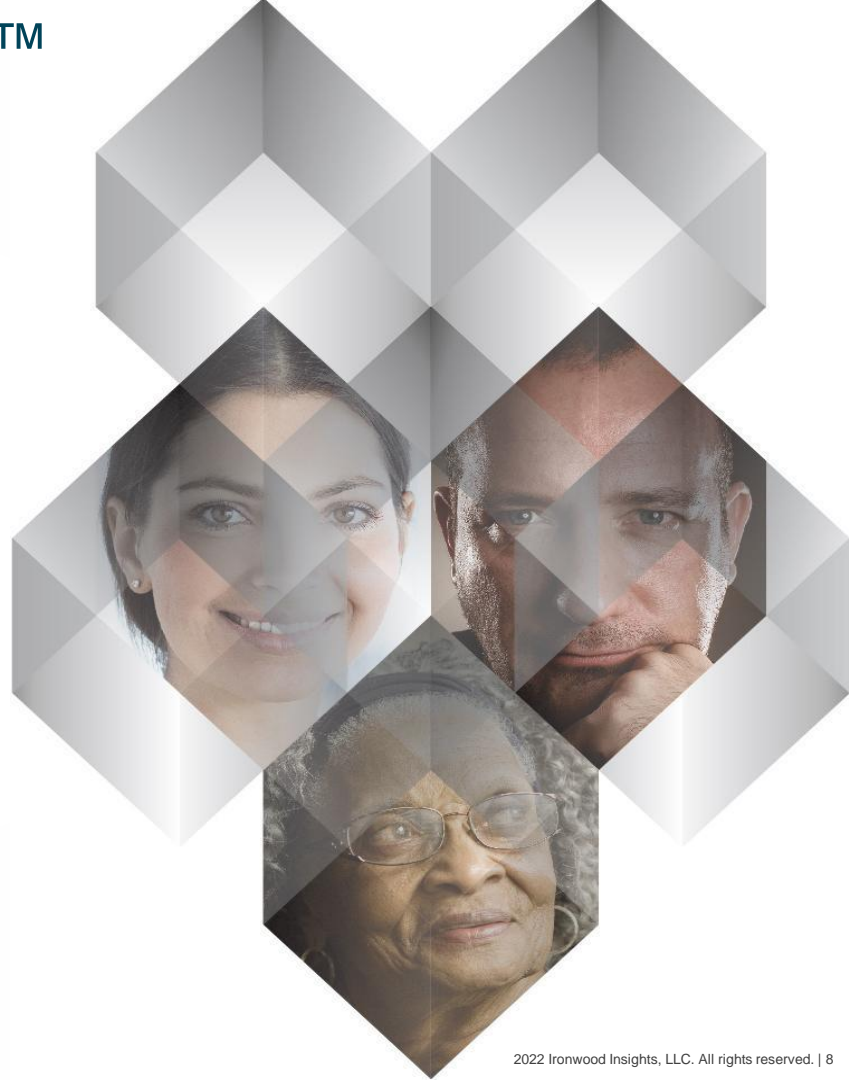
- Animated Personas™ built with attitudinal, behavioral, psychographic segmentation elements
- Can be refined with supplemental survey findings

Launch

- Plug Animated Personas™ into the Internet
- Upwards of 20,000 articles read each day

Maintain

- Animated Personas™ continuously evolve in areas that are aligned with their traits, based on real-time events
- Available at any given moment to evaluate messages/ concepts





Advantages of a Virtual Panel of Animated Personas™

Speed & Replication

- Always “on” — once developed Animated Personas™ available 24x7
- Segment typing/screening/recruiting not necessary test over test

Security

- Animated Personas™ present no risk to developmental or confidential information
- Test ideas, concepts, other confidential information without risk of open exposure

Data Quality

- Present multiple ideas/concepts per test—no respondent fatigue or wear out
- Typical quality issues are not present—no risks of speeding, cheating

Sensitization

- Animated Personas™ see each message as unique, with no memory of a prior exposure
- Residual recall of previous ideas and messaging are not present

Building a Virtual Panel of Animated Personas™

Methodology



Data Collection

Leverage keyword and survey data across multiple tools and sources

Data Analysis

Scan data to derive key insights, attributes that align with what we know and have learned about the persona

Attribute Selection

Identify inputs (based on data analysis) to generate accurate persona outputs

Output Analysis

Examine output attributes to validate and understand the full picture of the persona



Matt and Ashley
Vax Hesitant Parents of
children 0-5 [25-44 years old]

About



We are new parents. Although our time is consumed by our new baby, we are active on social media, and engage with content by either liking or resharing to our networks. We occasionally post content about our lives, but rarely engage in online vaccine debates. We are hesitant of vaccines due to the misinformation and horrible stories associated we encounter on social platforms while doing our own research. We like to come prepared to pediatrician appointments, which includes having a general understanding of a vaccine before speaking in depth with our pediatrician.

Building a Virtual Panel of Animated Personas™

Relationship with HCP



We love to read other parents experiences on mommy blogs, social media, and forums directed at parents for health advice.

We are not afraid to consult with our children's doctors.

We are both college educated, and consider ourselves intelligent health wise, especially with all the research we do! We value our pediatrician and their expertise. We take their advice to vaccinate into account in our decision.

Attitudes



- Being financially secure
- Spending time with family
- Being successful
- Standing out in a crowd
- Challenging myself
- Learning new skills
- Feeling accepted by others
- Helping the environment
- Having a positive attitude
- Helping others before myself

Needs



- Information on vaccine ingredients and clinical trial results
- Full lists of symptoms and side effects of vaccines on children
- Reduced antivax messaging and vaccine misinformation on social media and forum sites.
- Positive and informative discussions with HCPs

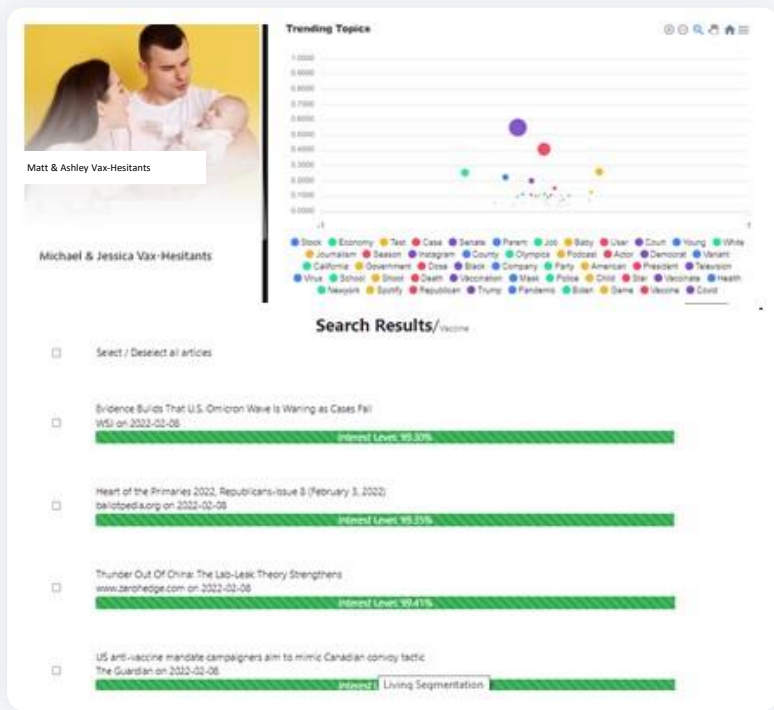
Influences



- Friends, peers, and colleagues (considered an empathic source)
- Significant other (spouse or boyfriend)
- Family members (considered a trusted source)

Building a Virtual Panel of Animated Personas™

Persona Insights Monitoring Methodology



Animated Personas™:

Access the Internet – general or special interest sites

Read and score 20,000+ articles/day

Evolve through integration of resonating articles

Use evolving interests in future searches and to evaluate client's messages

Clients can:

Monitor trending topics

Filter articles for specific topics and save results for 90 days

Review articles' content

Use insights for new product/message development and advertising placement

Building a Virtual Panel of Animated Personas™

Message Identification

HASHTAGS

#GetVaxxed

#VaccinesWork

#CatchUpGetAhead

#VaccinesSaveLives

MYTH

1. Vaccines aren't necessary
2. Vaccines are too risky
3. Natural Immunity is better
4. Infants can't handle vaccines
5. Hygiene more important than Vaccines
6. Vaccines cause disease
7. Vaccines cause autism
8. Vaccines contain toxins

ACTION-BASED

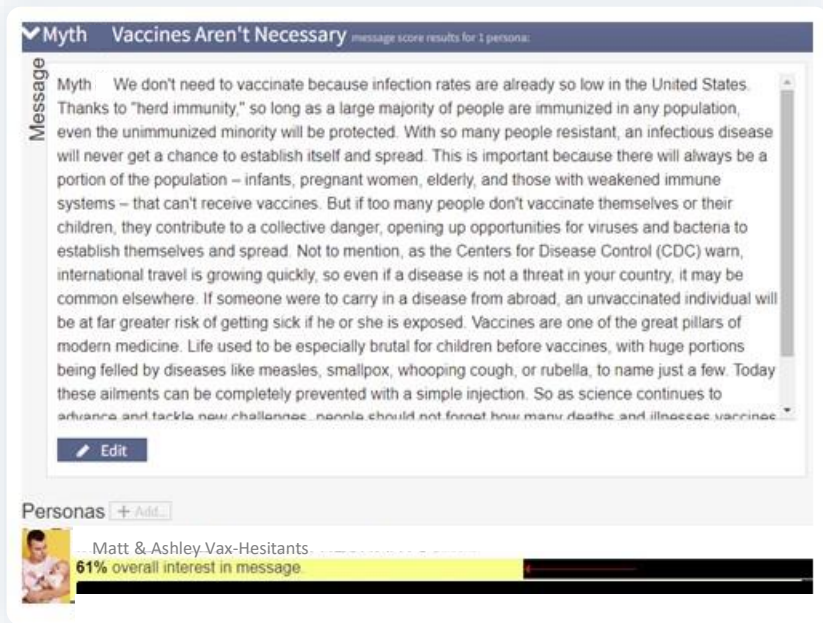
1. Be careful of misinformation online – make sure you're getting your vaccine facts from credible sources, like the CDC, WHO and American Academy of Pediatrics (AAP)
2. As a mom, you want to do whatever you can to protect your child... protect them by following the CDC vaccination schedule
3. Talk to your pediatrician about what vaccines your child needs to catch up on

FACT-BASED

1. Vaccines prevent more than 2.5 million deaths each year
2. New and underutilized vaccines could avert nearly 4 million deaths by 2025
3. 70% of vaccine production time involves safety and quality control testing with up to 450 quality checks
4. Rotavirus and pneumonia kill nearly 3 million children under the age of five every year – vaccines can prevent this

Building a Virtual Panel of Animated Personas™

KnowNow Message Testing Methodology



The screenshot displays the KnowNow Message Testing interface. At the top, a header reads "Myth Vaccines Aren't Necessary" with a sub-note "message score results for 1 persona:". Below this, a "Message" box contains a paragraph of text: "Myth We don't need to vaccinate because infection rates are already so low in the United States. Thanks to 'herd immunity,' so long as a large majority of people are immunized in any population, even the unimmunized minority will be protected. With so many people resistant, an infectious disease will never get a chance to establish itself and spread. This is important because there will always be a portion of the population – infants, pregnant women, elderly, and those with weakened immune systems – that can't receive vaccines. But if too many people don't vaccinate themselves or their children, they contribute to a collective danger, opening up opportunities for viruses and bacteria to establish themselves and spread. Not to mention, as the Centers for Disease Control (CDC) warn, international travel is growing quickly, so even if a disease is not a threat in your country, it may be common elsewhere. If someone were to carry in a disease from abroad, an unvaccinated individual will be at far greater risk of getting sick if he or she is exposed. Vaccines are one of the great pillars of modern medicine. Life used to be especially brutal for children before vaccines, with huge portions being felled by diseases like measles, smallpox, whooping cough, or rubella, to name just a few. Today these ailments can be completely prevented with a simple injection. So as science continues to advance and tackle new challenges, people should not forget how many deaths and illnesses vaccines..." Below the message is an "Edit" button. At the bottom, the "Personas" section shows a profile for "Matt & Ashley Vax-Hesitants" with a yellow bar indicating a "61% overall interest in message".

1

To test a message, type the text into the designated box and select the desired Animated Persona(s)™

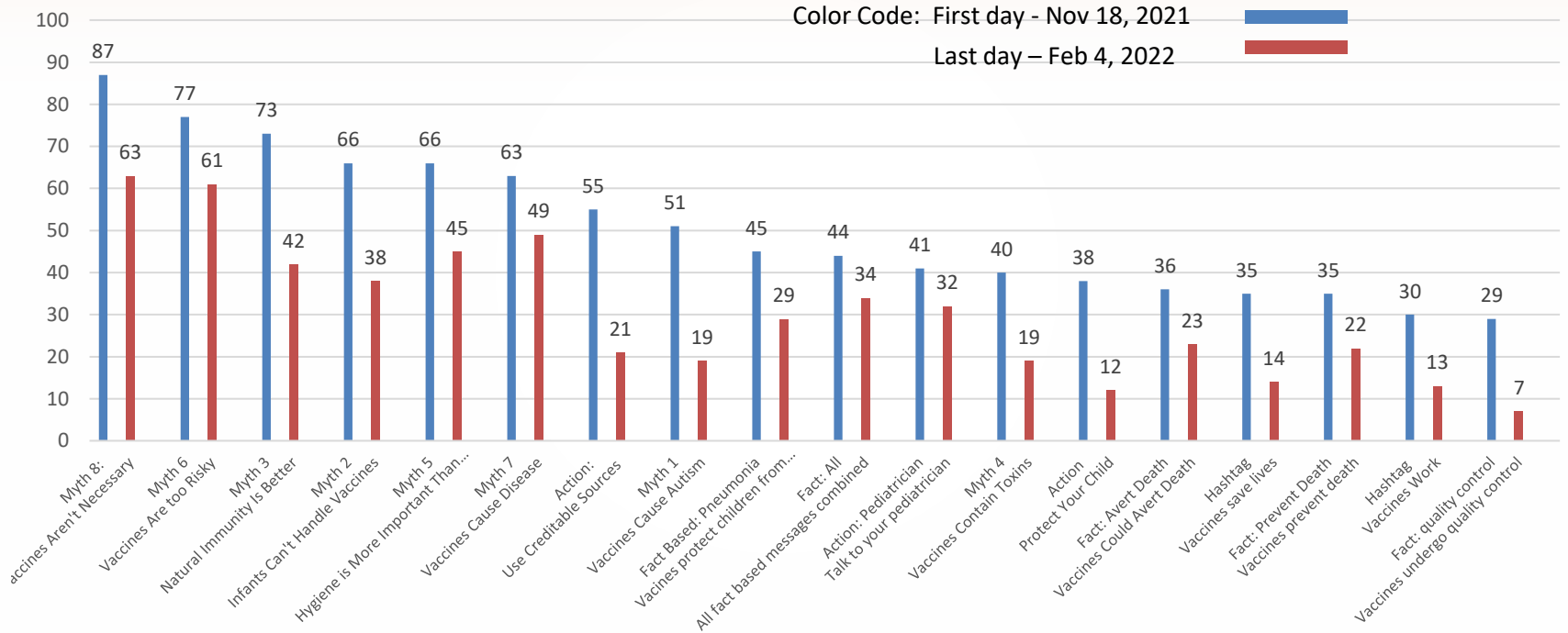
2

Scores are available almost instantly

3

Testing can be repeated as often as desired

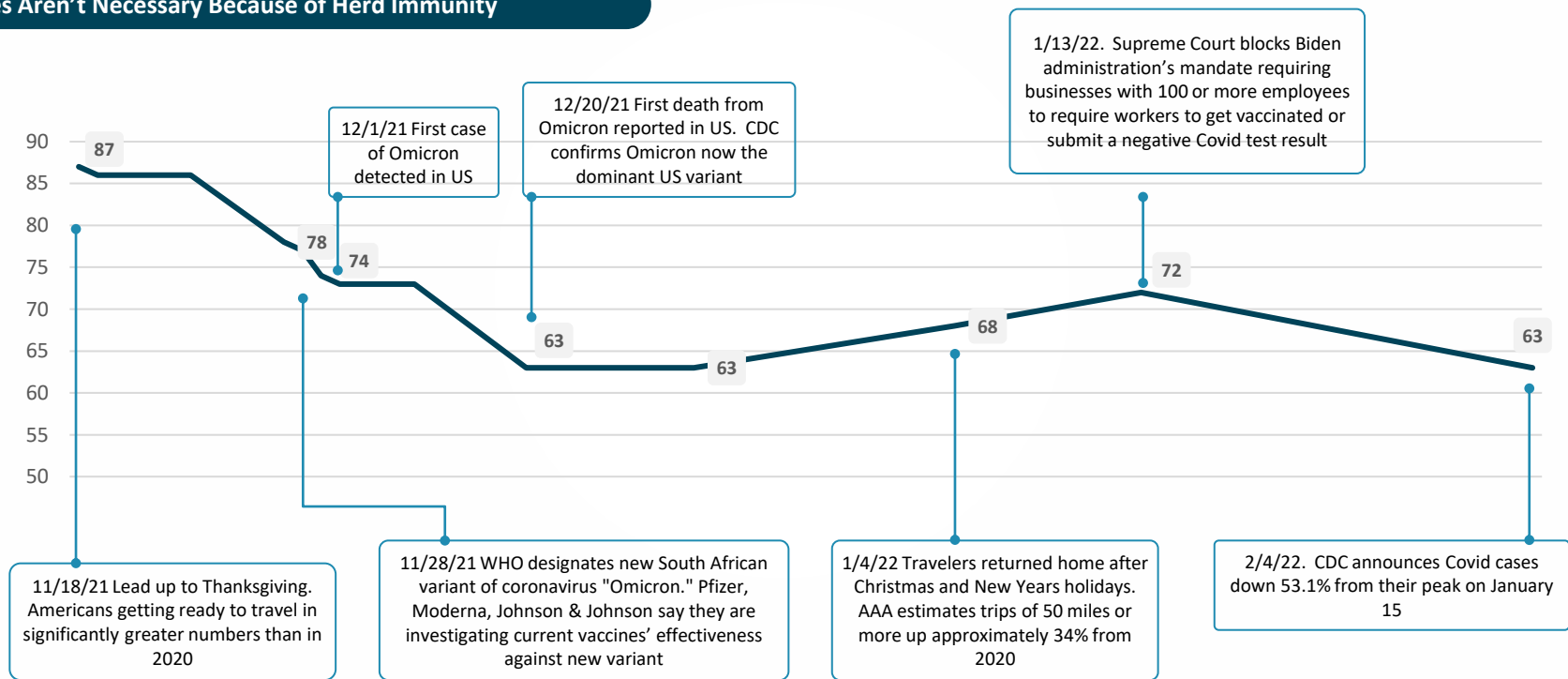
KnowNow: Message Testing Scores Over Time



KnowNow: Change in Results over Time

Highest Scoring Message

Vaccines Aren't Necessary Because of Herd Immunity



KnowNow: Importance Testing Methodology



Highest scoring message underwent Importance Testing

Component parts of a message tested separately

- Score of part given as a percentage of the whole
- If part scores higher than whole, score will be over 100%

KnowNow: Importance Testing Methodology

Vaccines Aren't Necessary Because of Herd Immunity

Component Parts of Highest Scoring Message

Component I: Sentence 1. Theme: Statement of Myth

We don't need to vaccinate because infection rates are already so low in the United States.

Component II: Sentences 2 & 3. Theme: Why Herd Immunity Is Important

Thanks to "herd immunity," so long as a large majority of people are immunized in any population, even the unimmunized minority will be protected. With so many people resistant, an infectious disease will never get a chance to establish itself and spread.

Component III: Sentences 5 – 7. Theme: Without Enough People Vaccinated, There Is a Collective Danger

But if too many people don't vaccinate themselves or their children, they contribute to a collective danger, opening up opportunities for viruses and bacteria to establish themselves and spread. Not to mention, as the Centers for Disease Control (CDC) warn, international travel is growing quickly, so even if a disease is not a threat in your country, it may be common elsewhere. If someone were to carry in a disease from abroad, an unvaccinated individual will be at far greater risk of getting sick if he or she is exposed.

Component IV: Sentences 4 & 9. Theme: People Who Can't Get the Vaccine Are Vulnerable

This is important because there will always be a portion of the population – infants, pregnant women, elderly, and those with weakened immune systems – that can't receive vaccines. Life used to be especially brutal for children before vaccines, with huge portions being felled by diseases like measles, smallpox, whooping cough, or rubella, to name just a few.

Component V: Sentences 8, 10-11. Theme: Modern Vaccines Protect Us

Vaccines are one of the great pillars of modern medicine. Today ailments like measles, smallpox, whooping cough, and rubella can be completely prevented with a simple injection. So as science continues to advance and tackle new challenges, people should not forget how many deaths and illnesses vaccines have prevented, and how they continue to protect us from potentially devastating forms of infectious disease.

Percentage of Myth's Total Score

Not Important
14%

Not Important
14%

Less Important
47%

**Extremely Important
103%**

Important
58%

Importance categories: Extremely Important > 100%, Very Important = 80-100%, Important = 50-79%, Less Important 20-49%, Not important = 0-19%

KnowNow: Additional Testing Using Importance Testing Results

6 “Calls to Action” added to Component IV

3 “get vaccinated” variations

- Get Vaxxed – increase of 2.5%
- Get Vaccinated – increase of 2.5%
- Get the Jab – increase of 2.5%

3 “get vaccinated” plus “protect” or “save” variations

- Get Vaccinated. Protect the life of someone you love – additional increase of 0%
- Get Vaccinated. Save the life of someone you love – additional increase of 1%
- Get Vaccinated. Protect the health of someone you love – additional increase of 7%

“Matt & Ashley” – Highest Scoring Message Tested

There will always be a portion of the population – infants, pregnant women, elderly, and those with weakened immune systems – that can't receive vaccines. Life used to be especially brutal for children before vaccines, with huge portions being felled by diseases like measles, smallpox, whooping cough, or rubella, to name just a few. Get vaccinated. Protect the health of someone you love.

Innovation Lab: Virtual Panels of Generational Animated Personas™

GENERATION Z



Do the Right Thing Millennials

MILLENNIALS



Tech Geek Millennials

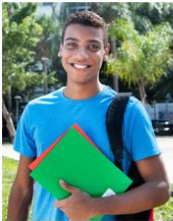


Millennial Moms

GENERATION X



BABY BOOMERS



Environmental Millennials



Don't Call Me a Millennial



Millennials in Name Only



Younger Boomers



Older Boomers

Accessible: always available and “on” for immediate use

Customizable: meet specific brand and/or category criteria

- Behaviors
- Attitudes
- Interests
- Targeted online media sources

Flexible: utilize *Persona Insights Monitoring* and/or *KnowNow* message testing platforms