

Discover what your customers really need

How do we put customers at the heart of our brand and product?

The answer's simple: ask them what they need and listen - really listen – to their answer. By understanding their deeper motivations, brands can move forward with confidence.



Immersion

We fully get to know your brand, you, your strategy, your audiences, your current segmentation, opportunities, constraints, all other existing insight

Human Affinity

We talk to your audiences as human beings about what's *really* important to them, revealing deeper needs and motivations

Humanise Marketing

We bring everything together to form a new audience segmentation model for your brand based on real human insight

Actions & Deliverables

- 1 Stakeholder Workshop
- 2 Audience Workshop(s)
- 3 Play-Back Findings *Deliverable*
- 4 Personality Segmentation *Deliverable*
- 5 Messaging Framework *Deliverable*
- 6 Creative Brief *Deliverable*
- 7 Targeted Campaigns *Additional*

How Human Affinity works

