

Why assumptions will be the death of your brand.



It's become the industry norm: paying for extensive, expensive research, creating fictional personas, then using these to inform your customer communications for years on end.

Yet, marketing personas are totally flawed.

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Why? Because personas aren't real people.



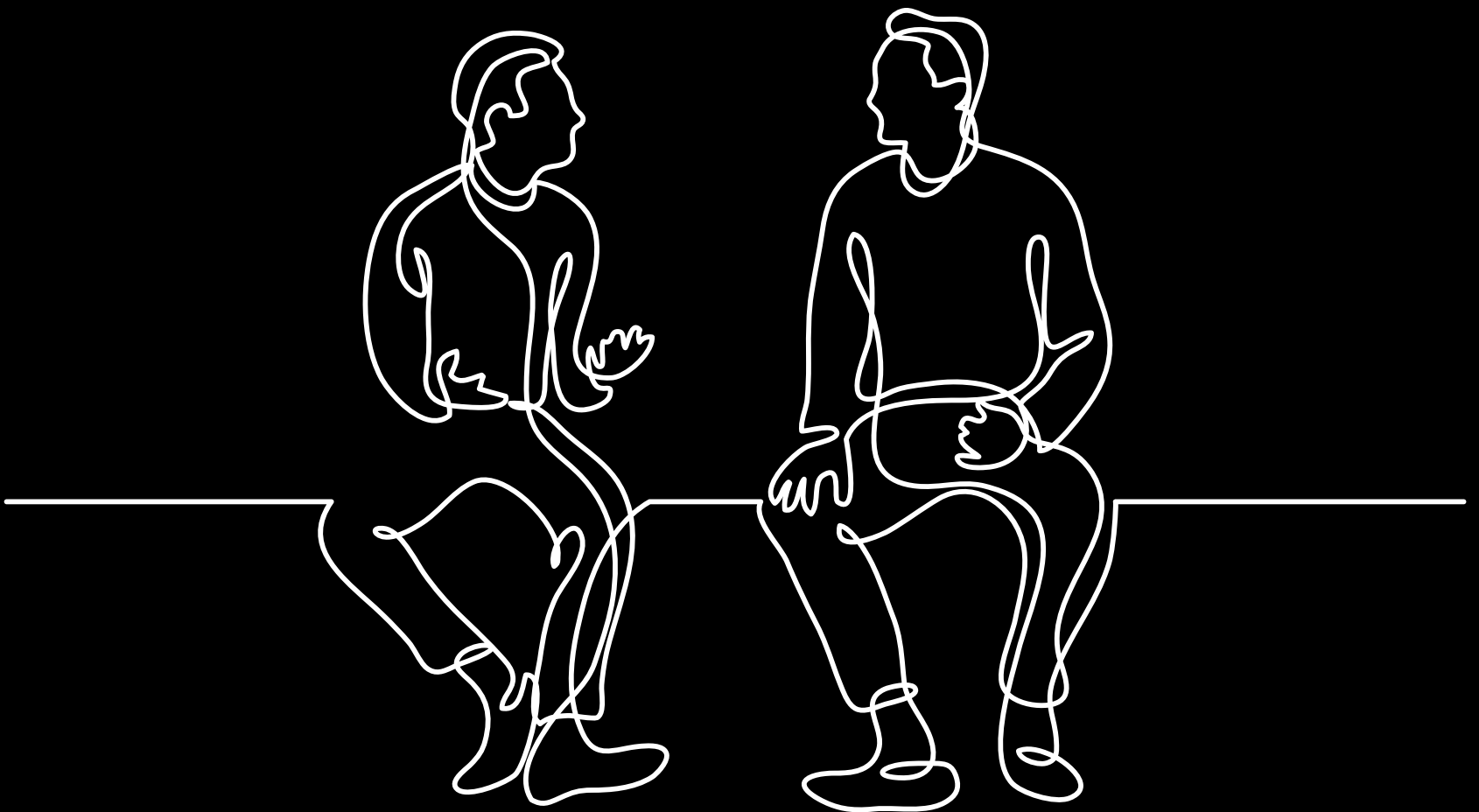
They use demographic, behavioural, psychographic or geographic segmentation to build a generic picture of what your customers might look like. But they don't tell us anything about who they really are.

It's like assuming two university-educated men, age 30, who live in London zone 2, play touch rugby every week, rent a room in a shared house and pay their bills by direct debit would have the same approach to all their finances. Yet, although one might enjoy budgeting, the other may be putting his head in the sand and accumulating huge credit card debt.

Personas are based on generic facts, **not human realities.**

Take yourself, for example. Have any of your attitudes or approaches to life changed over the past six months? The last year? Two years? Five years? Decade? How is 'present you' different to 'past you'?

So why do you assume your customers haven't changed? Why do you assume they're the same now as they were all those years ago when the research you're using was done?



**You don't make such outdated generalisations
in real life: why do you do it in marketing?**

**Unless you check in
with them regularly,
you won't know
who your customers
really are, what they
really want, or – most
importantly – whether
your messages mean
something to them.**



Let's imagine someone gives you a gift. It's someone who knows you well – perhaps they've even asked you for suggestions – you like it, right? Happy days!

Now, imagine it's terrible. You hate it. What do you do? Give it to charity? Chuck it in the bin? Either way, it'll be blindingly obvious that the person who gave it to you either doesn't get you or hasn't put in much thought.

It's the same with brands.

**Do you want to be known as the brand that 'gets' their customers – with marketing, content and messaging that resonates?
Or the one that's dishing out crap presents?**

So, what's the alternative to traditional market research and personas?

Human Affinity.



We discover what your customers really want and need in their lives.

By digging deep into the motivations behind their answers, we reveal what really drives them – and how your brand is best-placed to help. And, unlike traditional research projects, with Human Affinity you get going quickly; the process doesn't take long.

Then we keep checking in with your customers, again and again, on an ongoing basis – so you know you're always giving them what they need, and they feel understood. Which means they'll keep coming back for more.

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Discover how
Human Affinity
can help your
business today

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