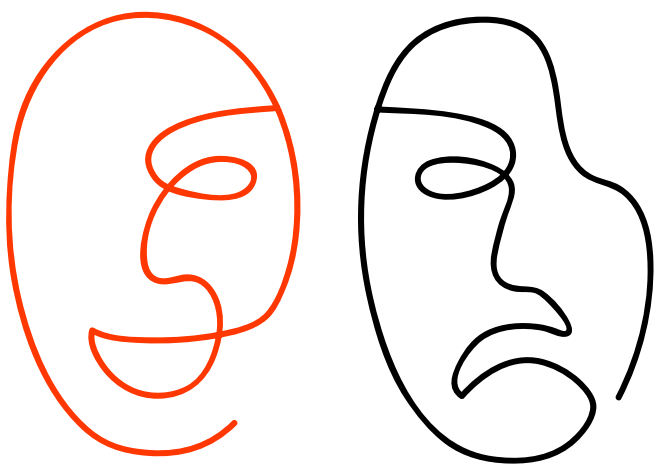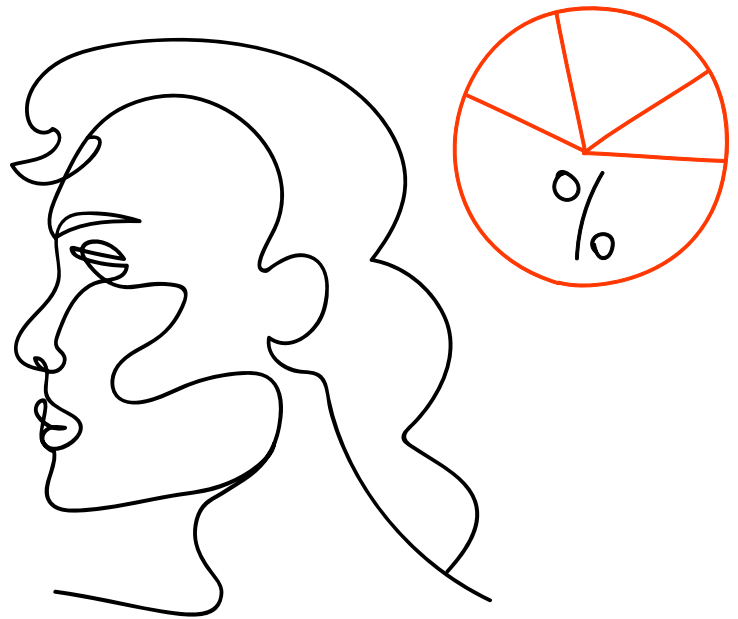# What do your customers really think of you?

OTM

Traditionally, brands use research data to segment their customers...

Demographics

25-34 female, lives in London with her husband, goes to the gym, earns £50,000pa.

Archetypes

The outlaw, the innocent, the nurture, the hero.

Psychometrics

Generalised personality traits and things like IQ.

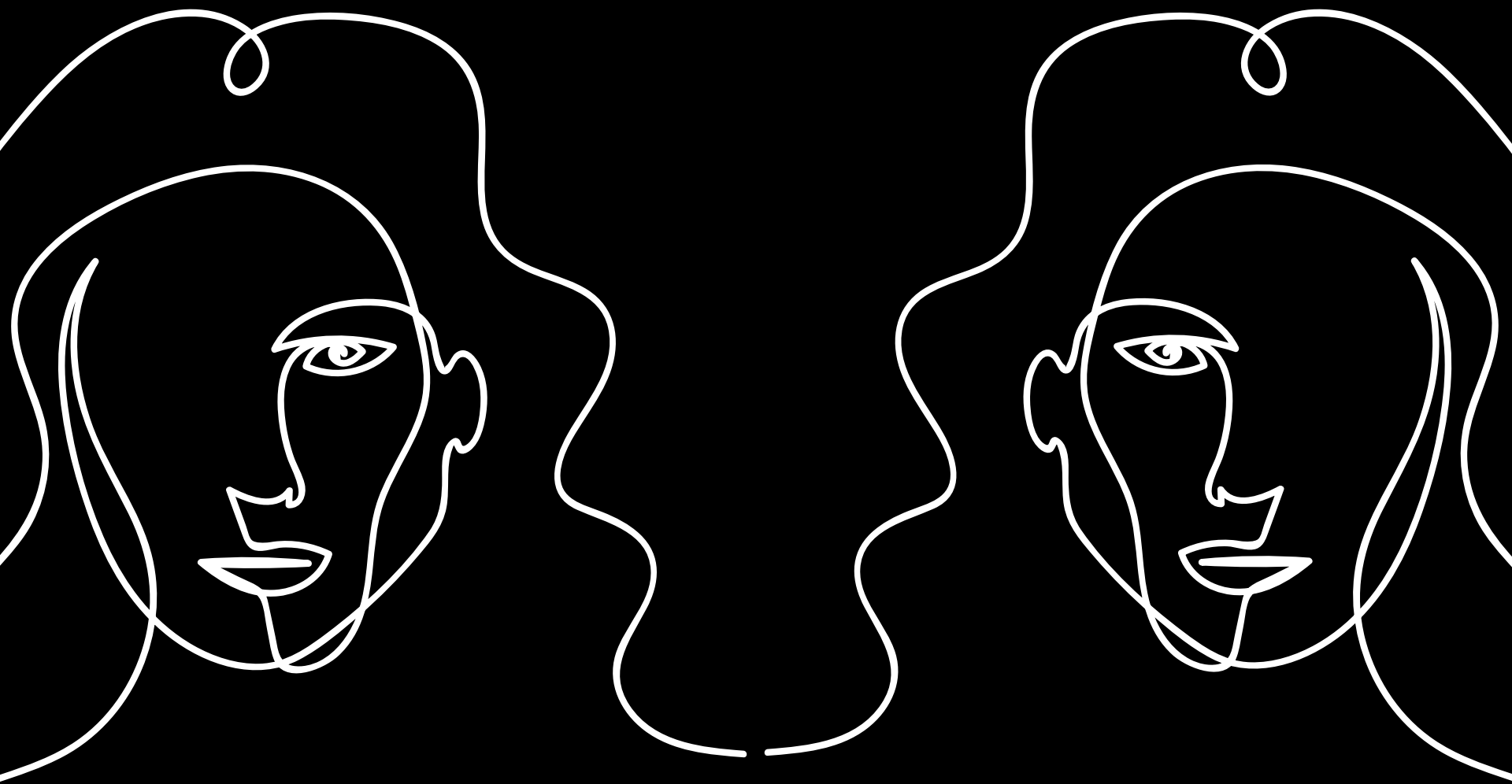They use these generic 'types' to determine what their customers want.

But this doesn't work.

Why?

Because it makes an assumption that everyone in the same 'type' thinks the same way and wants the same thing...

But they don't.

Take two women...

aged 40, London-based, with 2 kids,
working full-time for £30,000-£40,000pa,
both have dogs, and are gluten intolerant.

One likes...

5* hotels,
manages the family budget,
hates yoga,
cares about environment,
likes comedies.

and the other?

Likes camping,
terrible at maths,
loves yoga,
not interested in recycling,
action movies.

Which means many brand messages aren't connecting – in fact, they might even be doing the opposite.

The result?

A direct hit to the bottom line, with money wasted on ineffective marketing.

So we've flipped tradition on its head.

OTM's Personality Segmentation approach begins by asking people about the things that matter to them – within the context of real-life interactions with a brand, product or service.
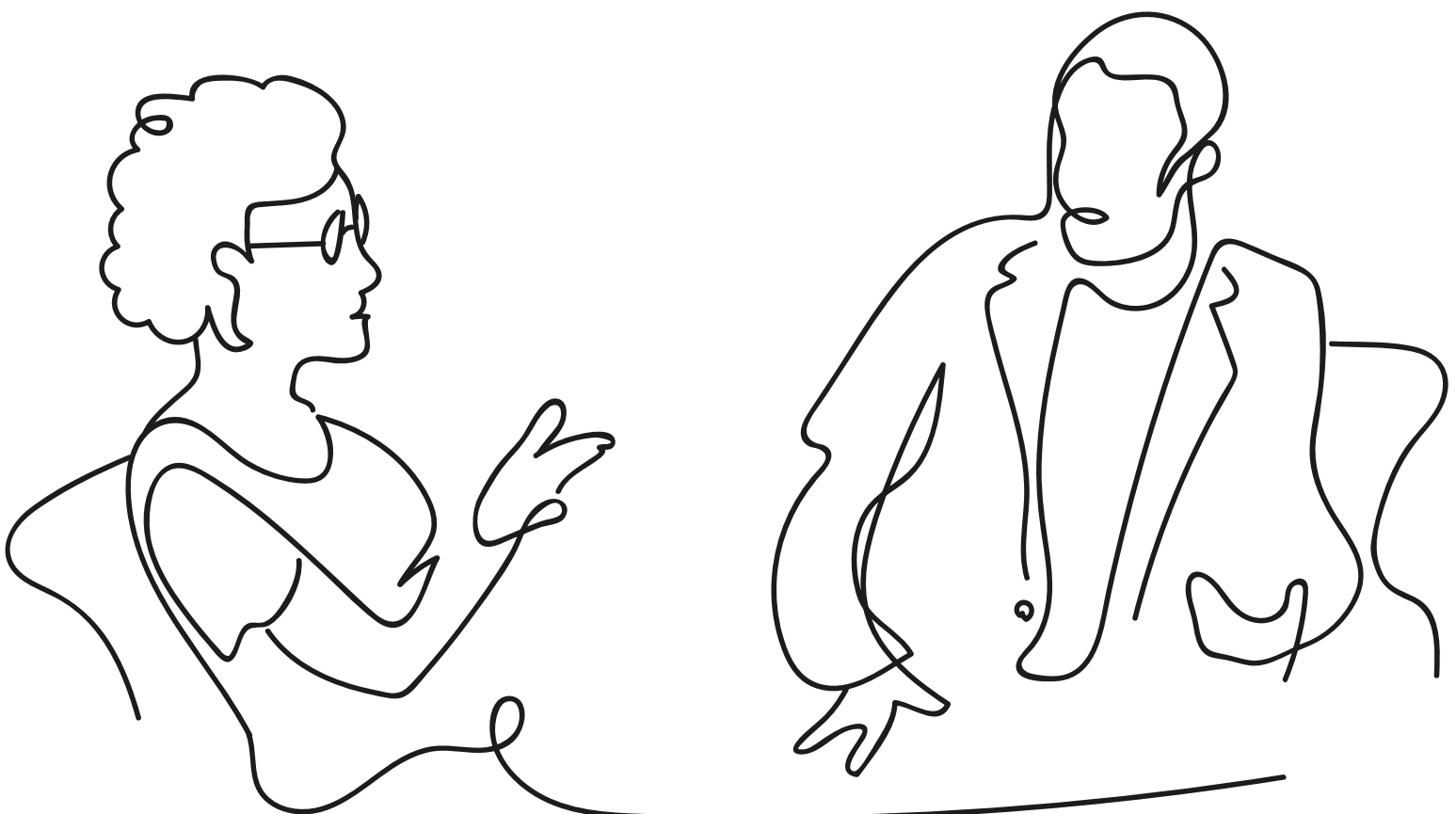
What's happening in your life at the moment?

I know it's important, but I just don't care.

How could things be better?

I love being in control!

How does that make you feel?

It's making me lose sleep.

We then divide our findings into personality traits, to create a bespoke Personality Segmentation matrix.

Why does this work?

The way we experience our lives is driven by our personalities – including how we engage with brands. And, as our personalities change over time, this becomes an ongoing conversation.

By understanding customers' deeper needs and real motivations –
within the context of their lives – we make sure all brand messaging
connects at a human level.

Personality Segmentation

because every person is
an individual and every
brand is unique.

Get in touch

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Get in touch

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