



# HELIX PERSONAS

## MEET THE NEXT GENERATION HELIX PERSONAS. NEW ZEALAND'S MOST ADVANCED PSYCHOGRAPHIC CUSTOMER SEGMENTATION AND DATA INTEGRATION TOOL.

PREDICT CONSUMER BEHAVIOUR AND HUMANISE  
YOUR DATA TO UNLOCK HIDDEN VALUE.

Gain rich insights into your customers values, attitudes and behaviour.  
Pinpoint precisely where to find more of your best Customers using Helix Personas.

6 HELIX COMMUNITIES COMPRISED OF 51 PERSONAS



## HELIX PERSONAS UNLOCKS THE DNA OF ALL NEW ZEALANDERS

BASED ON THE WORLD'S  
LARGEST SINGLE SOURCE  
CONSUMER DATABASE



ROY  
MORGAN  
LIVE

# DISCOVER WHICH HELIX PERSONAS DRIVE YOUR BUSINESS

PINPOINT YOUR BEST CUSTOMERS.  
UNDERSTAND THEIR ATTITUDES, PRODUCT  
CONSUMPTION AND MEDIA USAGE.



Helix Personas reveals the story of every New Zealander at an intimate, granular level. Town by town, street by street, Helix Personas paints the picture of a nation that is constantly being reshaped by social change. Helix Personas unlocks the DNA of all New Zealanders.

It combines sophisticated values based, attitudinal and behavioural data to identify the unique mindsets of every New Zealander. It is the world's only psychographic segmentation & data integration platform that provides the building blocks capable of binding disparate data sets together.

Helix Personas uses deep psychographic insights, far beyond simple demographics, to segment consumers into targetable groups. The tool incorporates values, beliefs and attitudes which are the best predictors of consumer behaviour, so our clients can reach their customers more effectively with messages that resonate.

Helix Personas is used every day by our clients to drive business outcomes such as Media Planning and Marketing Optimisation, Product Developments, Customer Database Enrichment, Look-a-like models to find more best customers and as a Data Integration tool to unlock the hidden value in their internal data.



## 100 Leading Lifestyles

Focused on success and career and family, people in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.



## 200 Metrotechs

Socially aware, successful, career-focused and culturally diverse, Metrotechs are trend and tech focused. They are committed experience-seekers, willing to spend big on the best of city life and thrive on being out and about in the world.



## 300 Aspirationals

Driven by dreams of a big future, Aspirationals are highly ambitious and culturally diverse up-and-comers. Careful spenders, they're working hard today to create a more successful tomorrow.



## 400 Hearth and Home

Closest to the average New Zealander, life revolves around the home for these contented Kiwis who embrace traditional family life. Perennial home-improvers, they see their homes as an expression of their status and achievements.



## 500 Doing Fine

Modest but contented, people in the Doing Fine Community are happily making their way through life and value simple pleasures. Price sensitive and light spenders, they take a pragmatic approach to what they buy.



## 600 Fair Go

Struggling to make ends meet, looking for a better deal in life, making the best of things or simply pessimistic, cynical and likely to feel they get a raw deal out of life; the Fair Go community are lower income New Zealanders.

Visit [www.helixpersonas.co.nz](http://www.helixpersonas.co.nz)  
Call +61 3 9629 6888  
Email [live@roymorgan.com](mailto:live@roymorgan.com)  
To organise a demonstration today



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