

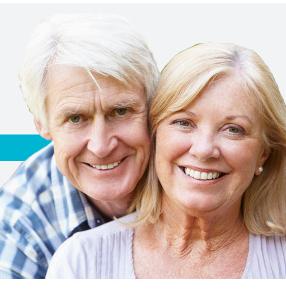
MEET THE NEXT GENERATION HELIX PERSONAS. NEW ZEALAND'S MOST ADVANCED PSYCHOGRAPHIC CUSTOMER SEGMENTATION AND DATA INTEGRATION TOOL.

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



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-alike models to find more best customers and as a Data Integration tool to unlock the hidden value in their internal data.



of their status and

Visit www.helixpersonas.co.nz Call +61 3 9629 6888 Email live@roymorgan.com To organise a demonstration today

