Bridging the gap between offline brand personas to online audience segments

Context

Many brands undertake research studies to arrive at brand personas in order to have a deeper understanding of their audiences beyond just demographic definitions. Brand personas enable brands to segment their audiences based on the psychographic and behavioural variables. It provides them a unique perspective that allows them to tailor differentiated marketing stimuli like product, price and communications etc. based on these audience segments.

Challenge

While brand personas are a powerful tool, they're mostly arrived at though primary research and hence are offline. As a result, brands miss out on the opportunity to capitalise on personas in the digital world. Also, most psychographic research studies are brand specific and return insights for the brand and its competitors.

The solution

It is here that ContentiQ can help. ContentiQ gives content consumption specific insights which might not get covered in detail with the regular psychographic segmentation studies conducted by brands. In that sense, ContentiQ adds another layer of psychographic insights for the brand and hence can be used in conjunction with existing consumer segmentation insights.

There are 2 approaches available to brands using ContentiQ, either of which can be applied based on time efficiency and rigour.

Option 1

We can do a keyword match approach of the personas with the ContentiQ Archetypes. We can do a probabilistic mapping of brand personas to archetypes via personality keywords. ContentiQ has a list of personality keywords that define an archetype. The same can be mapped with a brand's consumer segments. Interest keywords derived out of behavioural traits can also be used to sharpen the match.

The process will be as follows –

1. **Linking to archetypes to Personas**
   We will use qualitative keywords from the brand personas (post discussions with the client) and map it to the content archetypes via ContentiQ.

2. **Linking of Personas to Archetypes to Programmatic Buckets**
   Once the links between personas and archetypes are known, the Zirca team will work on linking the archetypes to programmatic buckets using the category insights output from the ContentiQ. This will be the final step in linking the offline brand personas to programmatic audiences via archetypes.

3. **Content creation insights**
   The Zirca team will also work with the brand to give content creation inputs like the tonality of the headlines, the images to be used, the different value proposition that each kind of content must deliver in relation to the mindsets.

Option 2
The ContentiQ Archetype Indicator

While the above option is a time efficient approach, we can also identify the linkages between the brand personas and archetypes in a robust and rigorous, scientific manner. This approach uses the ContentiQ Archetype Indicator, a spin-off of ContentiQ; which is an online psychometric test that enables the user to know their 'digital content consumption archetype' based on their responses to a test with 85 questions.

The ContentiQ Archetype Indicator draws on ContentiQ to provide content consumption specific insights.

Brands can have their users take the test and can map it to their brand personas at the back end. Once the user takes the test, brands have data that links their personas to the archetypes which can then be linked to the programmatic audience segments.

The process

The process to link the brand personas to archetypes and programmatic audience segments is as follows -

1. **User form fills**
   Brands can share a link to the test on their social pages and through other channels like mailers to internal and external audiences. We propose a sample size of 200 per persona. However, the same can vary on a case to case basis. This exercise will inform us the actual archetypes linked with the various brand personas and their proportions.

2. **Linking of Personas to Archetypes to Programmatic Buckets**
   Once the proportions and the linkages between personas and archetypes are known, the Zirca team will work on linking the archetypes to programmatic buckets using the category insights output from the ContentiQ Archetype Indicator. This will be the final step in linking the offline brand personas to programmatic audiences via archetypes.

3. **Content creation insights**
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