



## Marketing Communications Report

Effective communication doesn't happen by accident. It can't be conjured out of the thin air. It's the measured response to a customer insight. Experience, insight and understanding are all needed to create the most effective communications. That's why the Marketing Communications Report is so useful, because it has analysed the selected target audience against the Personaliteye profile filters that determine communication style preferences. These filters are; Introvert-Extrovert; Detailed-Big Picture; Thinker-Feeler; Planned-Impulsive.

By understanding the specific psychological profile of the audience and ranking that against our 4matte learning style preferences, this enables a prediction of preferred learning and communication preferences. The report translates this data into the most effective way to deliver information that is impactful, engaging and memorable.

### Audience Overview

The analysis of this audience suggests a Personaliteye Profile that is:

**Introvert (I2)** - they have an internal frame of reference and make decisions that are based on their personal experience or knowledge. They know their own mind and are unlikely to be influenced by others, especially an advertiser with whom they have no existing relationship.

Being **Mildly Detailed (D1)** they have a preference for communications that are direct, clear and concise, especially if they use examples, product demonstrations or concrete arguments. Only then will they want to understand the overview or bigger picture. Should engage more with practical, structured messages yet may be receptive to messages that contain big ideas or abstract concepts.

**Feelers (F2)** form close interpersonal attachments. They are highly empathetic and will be attracted to communications that have a 'human touch' or feel. They tend to form emotional bonds with products, brands and services. With a 'high loyalty' threshold often they will only switch to gain a closer attachment or because their trust has been 'abused'. They will have an emotive decision making strategy.

**Mildly Planned (P1)** people prefer to be consistent and methodical rather than spontaneous and flexible. They like sequence and structure and are likely to make planned purchases in good time. They'll tend to buy in the second quarter of the purchase cycle.



## Preferred communication styles

These copy and visual guidelines are based on the known Personaliteye preferences of the selected audience. Use the observations, guidance and recommendations in this report as a guide to better understanding their preferred styles of communication. In this way you will convey your message in a style that will most engage with your audience. Independent studies have shown that this will help you maximise its impact in terms of awareness, understanding and effectiveness.

### Copy Content

This audience prefers copy that uses long sentences, ideally 65% of which should be longer than 18 words long. They will empathise and engage with feeling based words and will connect with a descriptive, flowing and personal style. Avoid the use of logical words as they might make the copy seem cold and impersonal. A high number of predicates within the copy would engage and connect with an audience with a Feeler profile. Copy written in the first person would be particularly effective with this group.

### Copy Style

This audience likes to know the structure and sequence before the overall picture. They prefer to engage with copy broken down into small chunks of information. In moderation they will engage with copy that uses metaphor and stories. Lists or highlighted panels work well with this group.

A defined sequence is likely to motivate this group. If the purpose of the copy is to prompt action consider the use of a step-by-step style.

### Visual Content

If you are using people in your visuals, use them sparingly and ideally not at all. Confine people to the mid or background of visuals. This group would rather focus on the product or its benefit.

There is a need for charts, graphs and diagrams amongst this group, which aid and increase their understanding and comprehension. Yet they will also appreciate images that convey a concept or benefit.

### Visual Style

This group have a preference for more formal layouts, with large amounts of information. They prefer photography but will engage with illustrations that are not overly abstract.



## The importance of Predicates

Predicates are words that indicate the most receptive state to engage with or access information. Simply, if a message is delivered in the preferred state it is more likely to be noticed, considered and remembered. In a Personaliteye study conducted over five years with 15,000 subjects it was determined that there are just four primary states: Visual, Kinaesthetic, Auditory and Logical. Although it is true that people are capable of accessing all of the states, there is always a distinct preference or hierarchy. Just like being left or right handed, people have naturally dominant states. The Marketing Communication Report highlights the predicates or key words and phrases that trigger an individual's most receptive state. Therefore these are the words and phrases that help determine how engaging, relevant and interesting we find the content of the copy.

**Examples of feeling (kinaesthetic) based words and phrases:** feel, touch, grasp, get hold of, slip through, catch on, tap into, make contact, throw out, turn around, hard, unfeeling, concrete, scrape, get a handle, solid, suffer, un budging, impression, touch base, rub, smooth, pushy, stumble, in touch, relaxed, loose, cool, tepid, heavy.

**Examples of logical based words and phrases:** sense, experience, understand, think, logic, learn, process, decide, motivate, consider, analyse, change, perceive, insensitive, distinct, conceive, know, question, be conscious, reasonable, statistically, rational.

**Examples of visual based words and phrases:** see, look, appear, view, show, dawn, reveal, envision, illuminate, twinkle, clear, foggy, focused, hazy, crystal, flash, imagine, picture, sparkling, snap shot, vivid, perceive, light, ray, mesmerise, watch, perspective, frame, shine, dim, image, vision, observe.

**Examples of auditory based words and phrases:** hear, listen, sound(s), call, harmonise, in tune, all ears, rings a bell, silence, heard, resonate, overtones, attune, outspoken, tell, announce, talk, speak, resonate, whine, echo, whisper, snap, hum, loud, dialogue.

## Using the Communications Report

A basic understanding of prospects' and customers' preferred communication styles is essential to the success of communications. However, until now this element of a campaign has been one of the most difficult to measure. Now using a unique algorithm it's possible to predict the preferred communication style of a group using their Personaliteye profile.

Whether you use this report as; part of a briefing document before creating communications, to provide greater understanding of audience preferences or to evaluate the potential messages, it will provide the metrics to support your experience and expertise.



## What do the images measure?

The Personaliteye images measure five key elements of an individual's personality which can then be used to predict behaviour. Personaliteye then interprets the relationship between these factors. These factors combine to provide 1280 distinctly different profiles.

Using these profiles, Personaliteye can be used to predict customers' likes, dislikes, motivations, strengths, weaknesses and how they will interact with others. The resulting reports will also provide guidance on how best to interact or communicate with them.

The interrelationships between the 1280 different personaliteye profiles and how they impact on relationships, work and family is fully explored in many of the other contextually based reports available from the Personaliteye database.

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