



# Marketing Presentation Report

## Hints and tips on the most likely content and structures to engage and motivate this audience.

When presenting information, how do you know what techniques to apply and when? Effective communication is the product of hard work, experience and insight. That's where the Presentation Report comes in, because it's an output of the analysis of the selected target audience against the Personaliteye profile filters that determine presentation 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:

**Extrovert** – This group are more engaged by face to face contact, dialogue and interaction. That's because their attention is focussed externally. With this external frame of reference they place more attention on the opinions of others. They are likely to make decisions that are driven by outside influences such as peer group, social or trend considerations. It's possible for these influences to outweigh their personal experiences or feelings.

Being **Big Picture** they more likely to buy when sales arguments are more general, global or abstract. They will not be overly interested in the 'boring' detail. Especially effective are the use of ideas, concepts and future possibilities. Big Picture people will be engaged by the 'WHAT IF' possibilities that the product can offer. Especially when this is supported by projections, estimates and market trend information.

People who are **Mildly Thinker** like to form functional associations. They are rational and prefer sales arguments that convey messages in a direct style but will engage with a more human approach. They are less influenced by brands or brand image especially if they perceive them as having more style than substance. Price verses value will be an important motivator so this group will be slightly less loyal than Feelers.

**Mildly Impulsive** people tend to avoid planned actions, sequential decisions or consistency as they are more comfortable being more spontaneous and acting on impulse. They prefer to keep their options open and because of this they may well put off making a decision until they have too.

Effective sales tactics would include anything that closes down their options backed up by structured reasoning for example: limited availability offers, time sensitive offers, 10 good reasons to buy and buy one get one free would be effective to this group. Products that have some scarcity value, yet are reliable and predictable would appeal to this group.



## Preferred presentation styles

These presentation content, style and visual guidelines are based on the known Personality preferences of the selected audience. Use the observations, guidance and recommendations in this report as a guide to better understanding the preferred styles of presentation of the selected audience. 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.

### Presentation Content

This audience prefers short to the point sales arguments. They will engage and respond well to logical, factual style and whilst preferring a more direct style they are less open to more descriptive styles.

### Presentation Style

The possibility of having their options limited is likely to motivate this group. If the purpose is to prompt action make sure that the close features a restriction unless action is taken.

This audience like concepts and ideas. Small amounts of information will appeal to this group as they are less likely to pay attention to large amounts, finding it 'boring'. They will connect with presentations that use metaphor, stories or anecdotes. Especially if it conveys the ideas quickly and imaginatively.

### Visual Content

There is a distinct preference for images that convey a story, concept or benefit amongst this group. Typically the more abstract or unusual the images are the more this group will relate to them.

If you are using people in your visuals, consider using many people rather than just the odd one or two. A range of different people would also engage this audience. This group like to see how people interact with products.

### Visual Style

This group are initially attracted to informal, unusual layouts, flexible grid systems and information light styles. They prefer illustrations over realistic photography and will relate to global or abstract themes.



## The importance of using engaging language

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 Presentation 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 Presentation Report

A basic understanding of prospects' and customers' preferred communication styles is essential for successful presentations. 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 presentation 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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