



PersonaPanels

CASE STUDY:

**Persona Messaging/
Executive Summary**



Background

Health Quench, based in Newport Beach, California, is a hypothetical beverage company that has been in operation for the past 18 months and is preparing for its initial product launch in Q4 of this year.

Business Challenge

As a start-up, Health Quench has a limited overall budget and needs to spend its advertisement dollars wisely as it reassures its board of directors that the company is on the right path with its initial product launch.

Business Objectives

Health Quench, needing to maximize its ROI, wants to appeal to a broad audience through its messaging and is specifically targeting its efforts to the following segments:

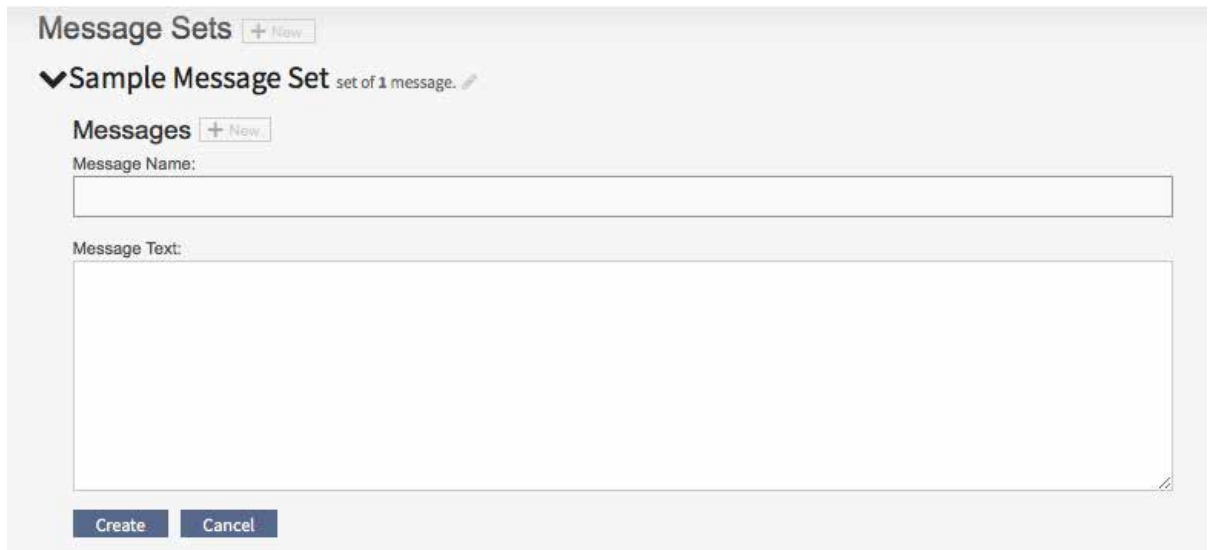
- Minorities – “Growing Black & Hispanic Families with Middle Incomes” & “Ethnic-Based Proprietors.”
- Retirees – “Barely Making Ends Meet” & “Retirees with an Interest in Golf.”

Roles/Responsibilities

PersonaPanels, as a full-service research organization, will be responsible for the overall administration of the messaging research and the provision of analytical findings. **PersonaPanels** will use Personas chosen in consultation with Health Quench to react to the messaging. Health Quench will be responsible for providing the actual messages to be used in the research study.

Testing of Messages

Once Health Quench has determined the messages it wants to test with Personas, it is a very easy exercise to obtain data. Messages can be inserted by Health Quench itself or **Persona** Panels can insert the messages supplied by Health Quench into a template such as the one pictured below. Once the message is placed in the tool and submitted, an instantaneous interest score is produced for that particular message.



The screenshot displays a web interface for managing message sets. At the top, there is a header 'Message Sets' with a '+ New' button. Below this, a section titled 'Sample Message Set' is shown, indicating it contains 'set of 1 message'. Underneath, there is a sub-section 'Messages' with another '+ New' button. The form contains two input fields: 'Message Name' (a single-line text box) and 'Message Text' (a larger multi-line text area). At the bottom of the form, there are two buttons: 'Create' and 'Cancel'.

Findings

If targeted messaging is not an option for Health Quench due to budgetary constraints, Variation 1 of the message, highlighted by a focus on embracing life and celebrating everyday choices, resonated most strongly across segments and would be the optimal communication for Health Quench.

Variation 1

We inspire people to take control of their health and well-being in order to reach their highest potential. Health Quench, our hand-crafted fermented drinks, revitalize your core with live probiotics, active cultures and other beneficial ingredients because we know that total health begins at your core. We embrace life. This means we celebrate our passions, hobbies, families, friends and the choices we make every day. We marvel at the exceptional uniqueness we find in nature and in each other, because it's what's inside that counts. Health Quench is an unsweetened sparkling probiotic drink that playfully instigates fun and positivity in everyday life. Available in 5 flavors, Health Quench sparkling water pairs crisp, sparking water with natural fruit flavors to provide a delicious taste with no calories, no sweeteners, all smiles.

While “**Retirees with an Interest in Golf**” was targeted by Health Quench as a segment to pursue based on its corporate strategy, research indicated low interest among this segment. Consequently, Health Quench should not pursue this particular group.

*The differences between high and low scores for each of the messages across Personas was fairly consistent, ranging from 48 to 52 percentage points, primarily attributed to an outlier Persona, **Retirees with an Interest in Golf**, that had a low interest score. Current messaging does not resonate with this Persona.*

“**Growing Black & Hispanic Families with Middle Incomes**” was particularly interested in Variation 1, confirming Health Quench’s strategy to target this group.

Consequently, Health Quench will be addressing its key target group with a message that also happens to be most attractive across segments/Personas.

Findings

With gourmet coffee surfacing as a very strong topic of interest for “**Ethnic-Based Proprietors**,” Health Quench may want to explore coffee-flavored beverages as part of its growth strategy, given the companies interest in minority segments.

Health Quench, a sparkling water product positioned from a healthy standpoint, also revealed strong interest from segments in coffee-flavored products.

Age, ethnicity & income are key when thinking about messaging.

Of the many variables associated with the 10 Personas reacting to the Health Quench messaging, age, ethnicity, and income played the most important roles in influencing interest scores.

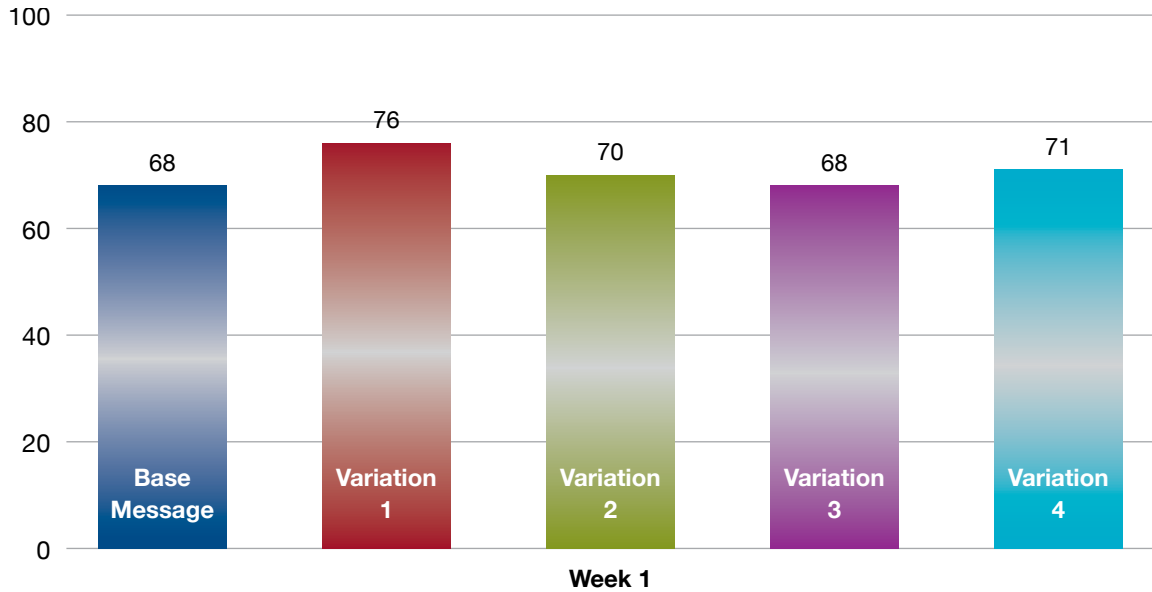
The ethnic based category appears to be a strong audience for Health Quench, while a particular retirement category, “**Retirees Barely Making Ends Meet**”, is also a viable audience.

***Ethnic-Based Proprietors**, characterized by a mid-level (\$62k) income with residence in urban areas throughout the US, **Black/Hispanic 2 Person Households with Fairly High Income** (\$63k) shopping every 4 days and spending on average \$54 per trip, and **Retirees Barely Making Ends Meet** with a lower income (\$27k) and limited spending, exhibited the strongest interest in the Health Quench messaging.*

Additional Results

The celebration of family & passions featured in Variation 1 of the Health Quench messaging is important to the segment “**Growing Black & Hispanic Families with Middle Incomes**” and consequently resonated more strongly than other messages that were tested.

Health Quench Overall Interest (%): Comparison of Messages for Growing Black & Hispanic Families/Middle Income Personas



Growing Black/Hispanic Families with Middle Incomes

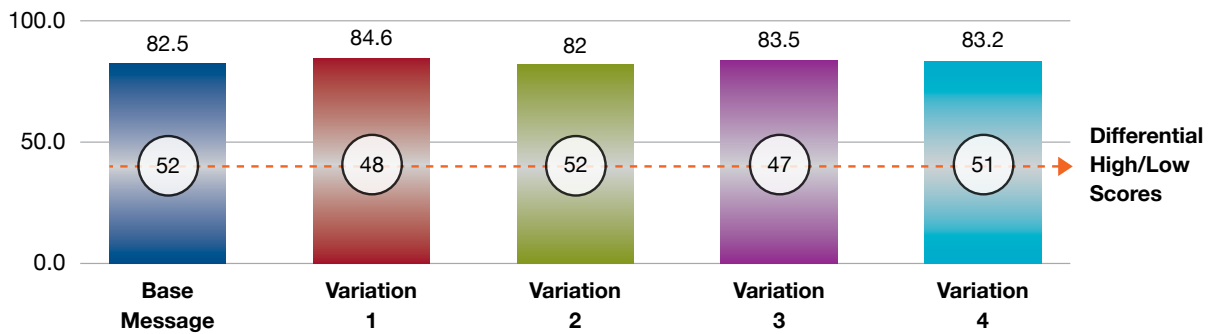
These Black & Hispanic households have recently entered middle age (late-40s), have middle incomes (\$40k), typically have a high school or some college education. There are 4 individuals in the household, with an interest in expanding the family. They are blue collar laborers or in the military, can be married or divorced, and live in the Southwest & Southeast US. They shop every 3 days, spending on average \$53 each time. These households are interested in their children and interested in children’s items, such as children’s medicine, toys, and birthday party supplies. They are interested in infertility testing, hygiene, cleaning products, and in using insecticides to ward off bugs.

Additional Results

Variation 1 of the messaging tested with an emphasis on family, celebrating one's passions and the beauty of nature, tested out to be the strongest communication across all Personas used in the research and should provide confidence to Health Quench as it develops its product strategy in anticipation of its 4th quarter launch.

Average Health Quench Message Interest Score Across Personas

Across all Persona types, there were some slight differences in interest across the various messages. Overall, Variant 1 appeared to resonate more strongly than the other variations with both a higher interest score and a lower differential.



Personas Included in Health Quench Messaging



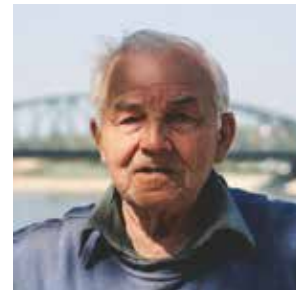
Target Demographic
Growing Black/Hispanic
Families with Middle
Incomes



Retired Pet Lovers



Family-Oriented
Asians/Hispanics with
High Incomes



Retired & Making
Ends Meet



Retirees with an
Interest in Golf



Black/Hispanic 2 Person
Households with Fairly
High Income



Ethnic/Family-Oriented



Retired Couples with
Educated Male Head



Retirees Barely Making
Ends Meet



Ethnic Based Proprietors

Message Variations

Base Message

We inspire people to take control of their health and well-being in order to reach their highest potential. Health Quench, our hand-crafted fermented drinks revitalize your core with live probiotics, active cultures and other beneficial ingredients because we know that total health begins at your core. Health Quench is an unsweetened sparkling probiotic drink that playfully instigates fun and positivity in everyday life. Available in 5 flavors, Health Quench sparkling water pairs crisp, sparking water with natural fruit flavors to provide a delicious taste with no calories, no sweeteners, all smiles.

Variation 1

We inspire people to take control of their health and well-being in order to reach their highest potential. Health Quench, our hand-crafted fermented drinks revitalize your core with live probiotics, active cultures and other beneficial ingredients because we know that total health begins at your core. **We embrace life. This means we celebrate our passions, hobbies, families, friends and the choices we make every day. We marvel at the exceptional uniqueness we find in nature and in each other, because it's what's inside that counts.** Health Quench is an unsweetened sparkling probiotic drink that playfully instigates fun and positivity in everyday life. Available in 5 flavors, Health Quench sparkling water pairs crisp, sparking water with natural fruit flavors to provide a delicious taste with no calories, no sweeteners, all smiles.

Variation 2

We inspire people to take control of their health and well-being in order to reach their highest potential. Health Quench, our hand-crafted fermented drinks revitalize your core with live probiotics, active cultures and other beneficial ingredients because we know that total health begins at your core. **We believe a healthy life is the key to happiness. Through passionately handcrafted fermentations and probiotics we have found a key to empower those who also strive for a healthy life. Health Quench is here to love you from the inside out.** Health Quench is an unsweetened sparkling probiotic drink that playfully instigates fun and positivity in everyday life. Available in 5 flavors, Health Quench sparkling water pairs crisp, sparking water with natural fruit flavors to provide a delicious taste with no calories, no sweeteners, all smiles.

Message Variations

Variation 3

We inspire people to take control of their health and well-being in order to reach their highest potential. Health Quench, our hand-crafted fermented drinks revitalize your core with live probiotics, active cultures and other beneficial ingredients because we know that total health begins at your core. **There is no compromise in delivering the highest quality beverage to you. In order to do this, we have aligned our crafting methods with the highest standards and most conscientious practices. The label and certifications tell this essential story.** Health Quench is an unsweetened sparkling probiotic drink that playfully instigates fun and positivity in everyday life. Available in 5 flavors, Health Quench sparkling water pairs crisp, sparking water with natural fruit flavors to provide a delicious taste with no calories, no sweeteners, all smiles.

Variation 4

We inspire people to **take control of their health and reach their highest potential.** Health Quench, our hand-crafted drinks **revitalize your core with live probiotics and other beneficial ingredients** because we know that total health begins at your core. Health Quench is an unsweetened sparkling probiotic drink that playfully instigates fun and positivity in everyday life. Available in 5 flavors, Health Quench sparkling water pairs crisp, sparking water with natural fruit flavors to provide a delicious taste with no calories, no sweeteners, all smiles.



Contact us at Patrick@PersonaPanels.com and we'll show you how Personas can help you better understand people's wants, needs, and motivations at competitive prices and previously unimaginable speed. Please keep in mind we have provided you with brief insights surrounding our case study. If you would like to see additional comprehensive findings, please contact us at the above e-mail and we'll be happy to provide you with further details.