

Monday, 1 October 2018

## The next generation of Helix Personas has arrived!

**Roy Morgan yesterday launched the next generation of its world-class psychographic customer segmentation and data integration tool, Helix Personas, offering clients the most powerful way yet to boost their marketing return-on-investment.**

The next generation of Helix Personas reveals the story of every Australian at an intimate, granular level and divides Australians into 54 unique mindsets, or 'Personas', grouped into six communities (see chart below).

Based on thousands of psychographic and behavioral data points, Helix Personas is the world's only psychographic segmentation and data integration platform that provides the building blocks capable of binding disparate data sets together – helping clients unlock why people buy and what they'll buy next.

Roy Morgan's clients today realise that demographics are simply no longer enough to understand their customers.

A really simple way of understanding the power of psychographics is to ask the question:

*'Are all 20-34 year old women the same?'*

*'Do they have the same opinions, ambitions, interests, tastes, attitudes & buying behaviour?'*

The answer is, of course, 'NO'.

Psychographics are important as they explain 'why' a consumer buys whereas demographics explain 'who' the consumer is.

View the Roy Morgan Helix video [here](#).

**Howard Seccombe, Chief Digital Officer, Roy Morgan, commented:**

*"In a world where disruption has become the new business model, Helix Personas is already helping our clients dramatically improve business outcomes through better media planning, product development and customer database enrichment. It's a powerful tool for building look-alike models to bring in more of the best customers, and as a data integration tool to unlock the hidden value in their internal data.*

*"Our clients realise that demographics are simply no longer enough to understand their customers. A really simple way of understanding the power of psychographics is to ask the question "are all 20-34 year old women the same"? "Do they have the same opinions, ambitions, interests, tastes, attitudes & buying behaviour?" The answer is, of course, "NO"*

*"Psychographics are important as they explain 'why' a consumer buys whereas demographics explain 'who' the consumer is."*

**Julia Sharwood, Marketing Lead, Bendigo Bank, said they were able to drive fantastic results using Helix Personas because psychographics work:**

*"From our first home buyers campaign we were able to increase applications by 30% compared to the prior year whilst only spending about half the money on media".*

**Nerida Jenkins, Senior Strategist, Retail Oasis, said technology-driven change in consumer behaviour demands more sophisticated marketing tools:**

*"Our philosophy is that consumers are defined by their behaviours and their attitudes, not their age and income. It is always incumbent on us to help our clients understand the importance of psychographics versus demographics, and on that basis, Helix Personas is unmatched."*

**Justin Ladmore, Executive Director, Enigma Media, said the suite of tools goes far beyond media planning and targeting:**

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*“Helix Personas is our most powerful tool – not only from a media or advertising point of view. It dictates what the brand is, what the tone of the communications is – everything for that campaign.”*



The fully updated Helix Personas product offers a suite of mapping and data-integration tools to target the right consumers with more precision – and therefore more cost effectively - than ever before.

**Michele Levine, CEO, Roy Morgan, commented:**

*“We’re incredibly proud of the updated Helix Personas and the new product features, which will give our clients what they need to stay a step ahead – all existing subscribers will automatically be upgraded to the new product.*

*“Immigration, changing demographics and new lifestyles are unfolding before our eyes and the old tools for tracking and understanding today’s customer just aren’t up to the job.*

*“We are seeing remarkable social trends and lifestyle changes – ‘Personas’ with completely different attitudes to home ownership, high-rise living, and with beliefs and attitudes that confound many people’s preconceptions.*

*“The younger generations in particular are challenging marketer’s established ways of discovering what they are doing today, and what they’ll be doing and buying tomorrow.*

*“Helix Personas offers the marketing community the best tools for keeping up with, and anticipating, that changing marketplace.”*

To learn more about Roy Morgan’s *Helix Personas*, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com).

