



Audience-centric planning and creative personas: a strategic approach to relevancy

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PROPELLERNET



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relevance

/'relɪv(ə)ns/


noun

noun: relevancy

the quality or state of being closely
connected or appropriate.

"this film has contemporary relevance"

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We're trying to
be relevant to
the right audience for our
client or business

[P]

A background image showing several small green seedlings with two leaves each, growing out of dark brown soil. The image is slightly blurred and has a dark green overlay.

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We're also trying to push the
limits of relevancy to
grow & diversify our
link profiles

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We need
boundaries

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~~Connection~~

~~Appropriateness~~



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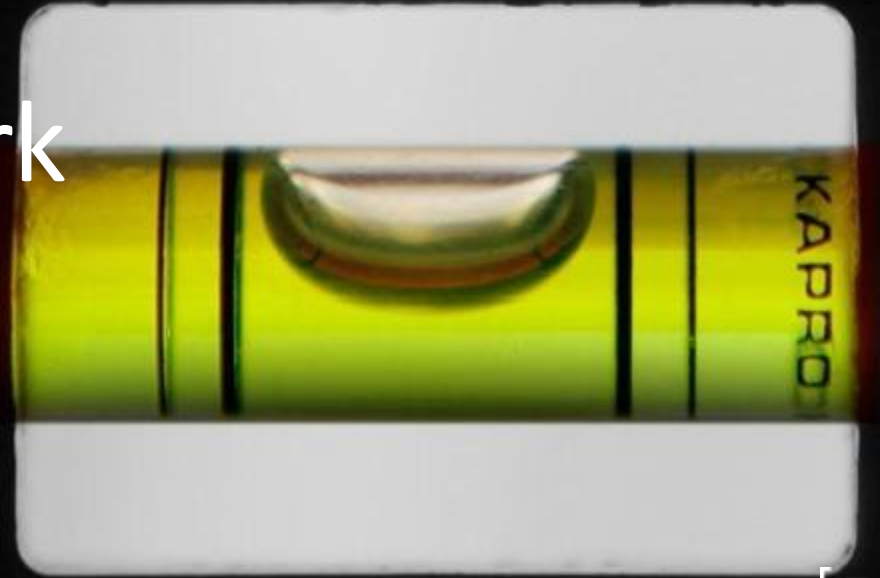
You can have
a strategy in
place...

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... and the right
tools or framework
to measure your
work



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You can have
a **strategy** in
place...

[P]

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The Sir Michael
Cobham Library
Dorset House
The Student Centre
Kimmeridge House
Poole House
BU Reception



The Fusion Building



Weymouth House



Christchurch House

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Who
What
Why
When
Where
~~W~~How

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Who?

Who is the
target audience?



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Who?

Who is the
current audience?



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What?

What are the key
concerns of the
audience?



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What?

What are the
biggest barriers to
purchase/use?



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What?

What's going on
more broadly
in their lives?



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Why?

Why does the
audience need/ use
the product/
service?



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Why?

Why would
someone choose
you over another
brand?



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When?

When in their
lives does the
audience need/ use
the product/
service?



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When?

When in the day/
week/month/year
does the audience
need/use the
product/service?



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Where?

Where are they
looking for the
product/service
(is there a
location element)?



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How?

How do they feel
about the
product/service?



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How?

How do they feel
about the fact that
they need to
use/buy it?



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How?

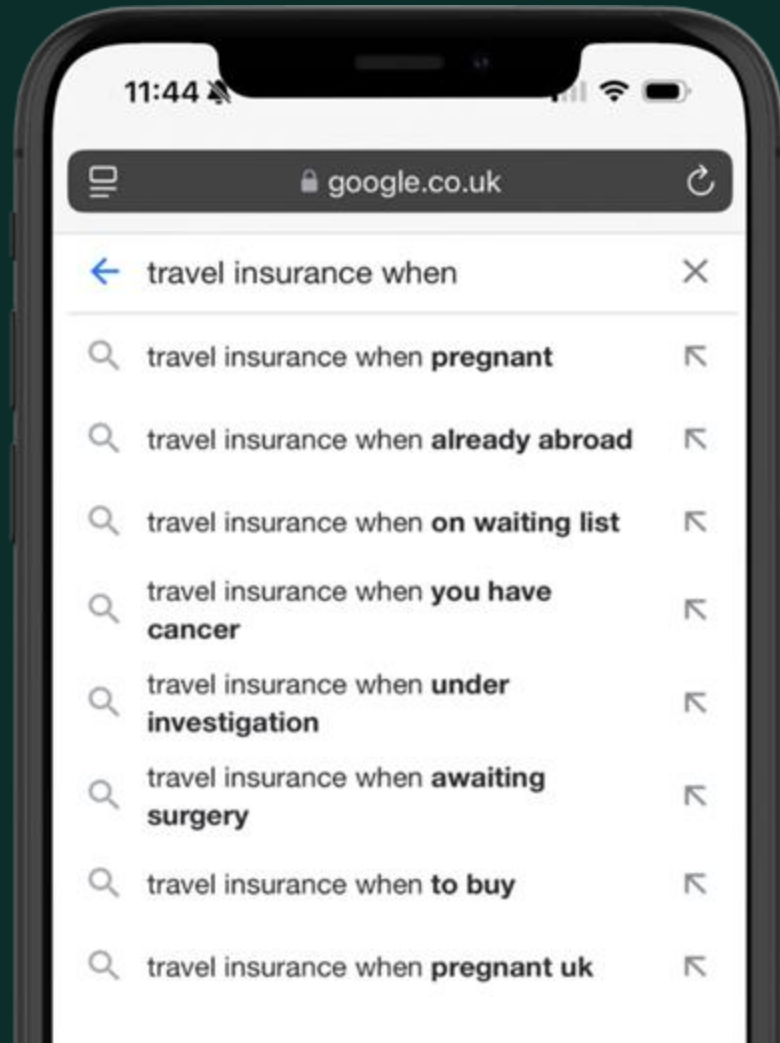
Is there a price
element to consider
(how = how much)?



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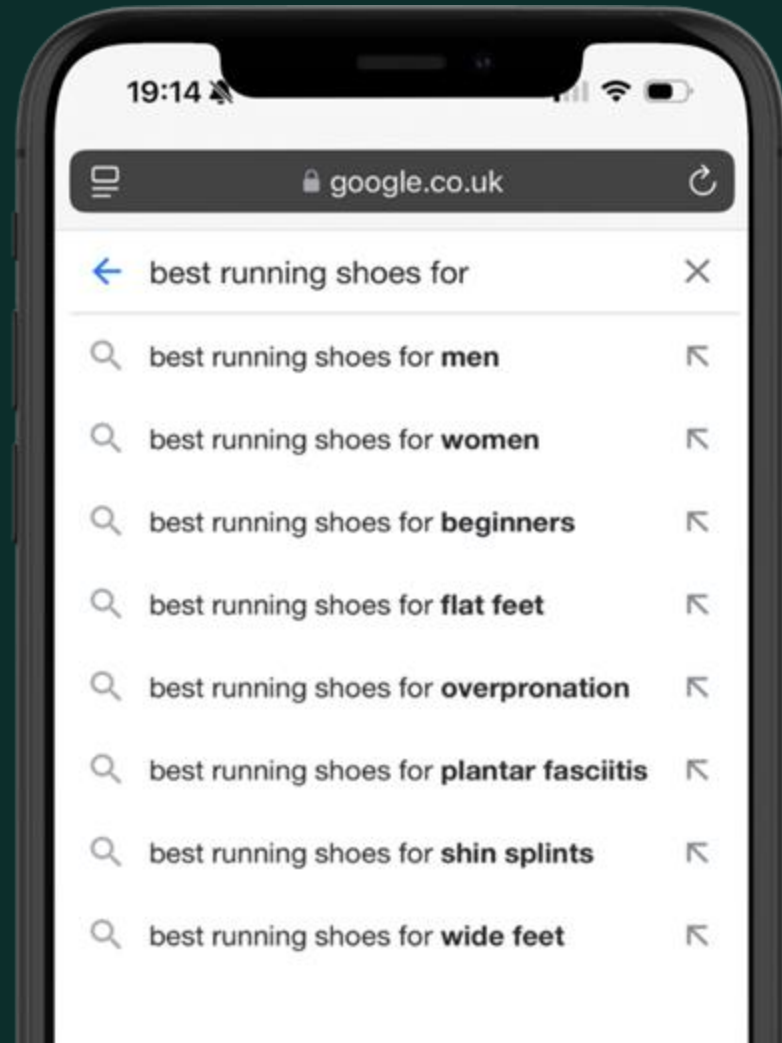
You can find so
much audience
insight in
search data...



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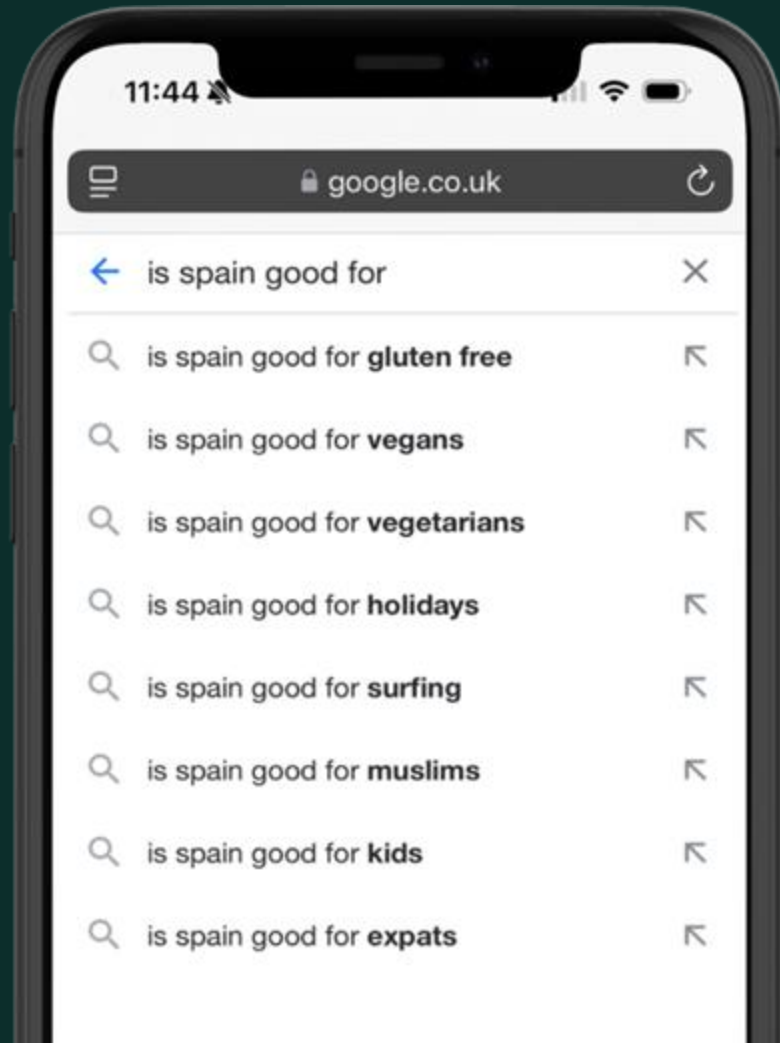
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You can find so
much audience
insight in
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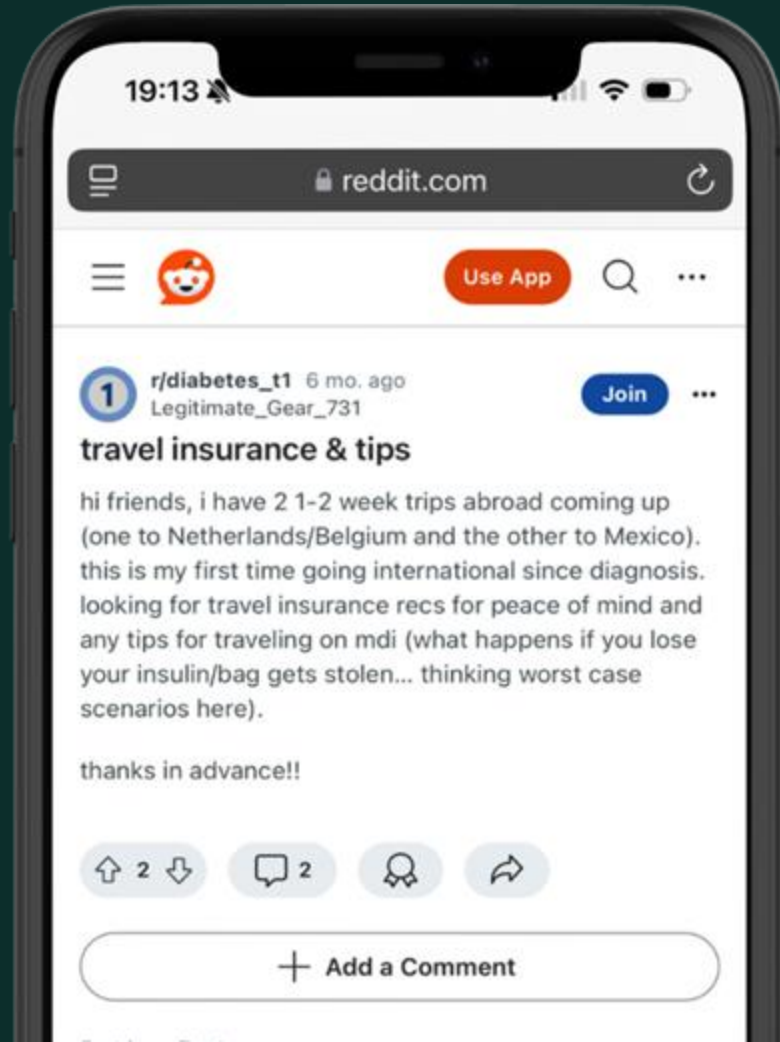
You can find so
much audience
insight in
search data...



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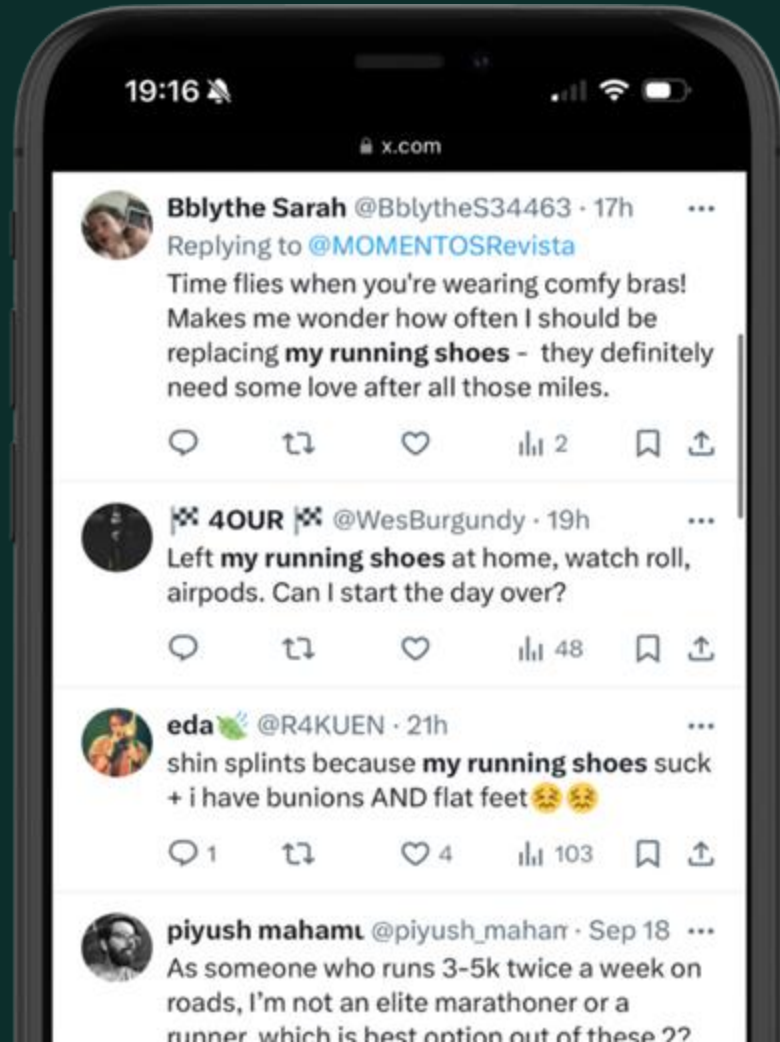
... and in social
data too



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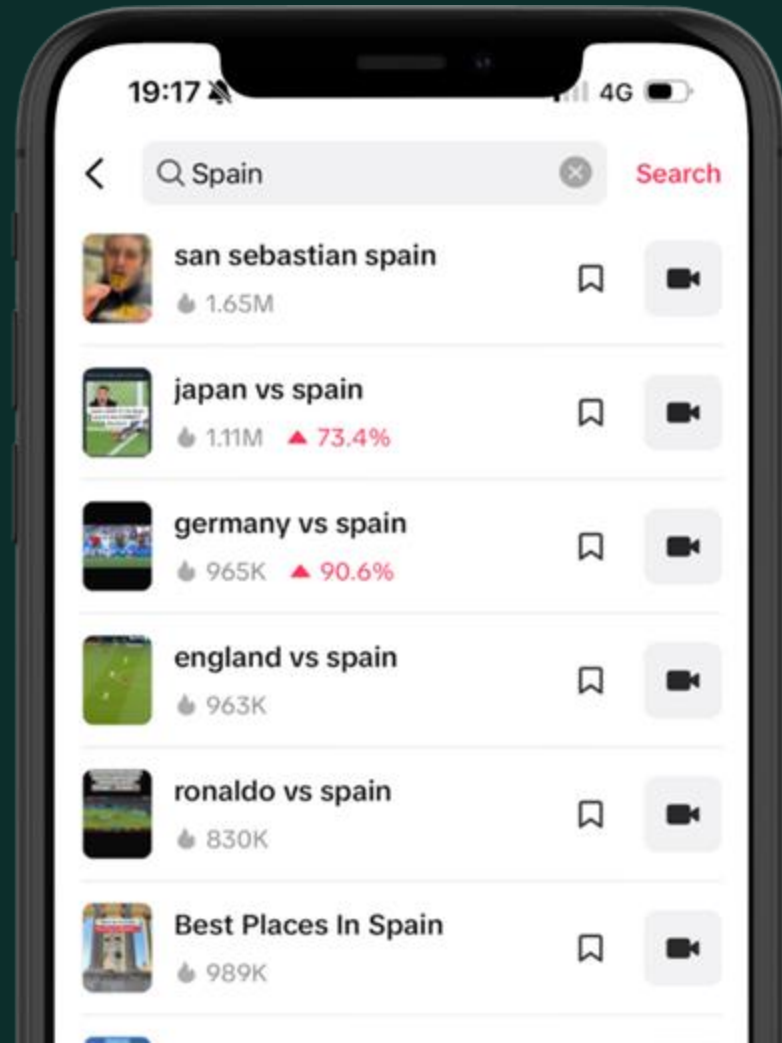
... and in social
data too



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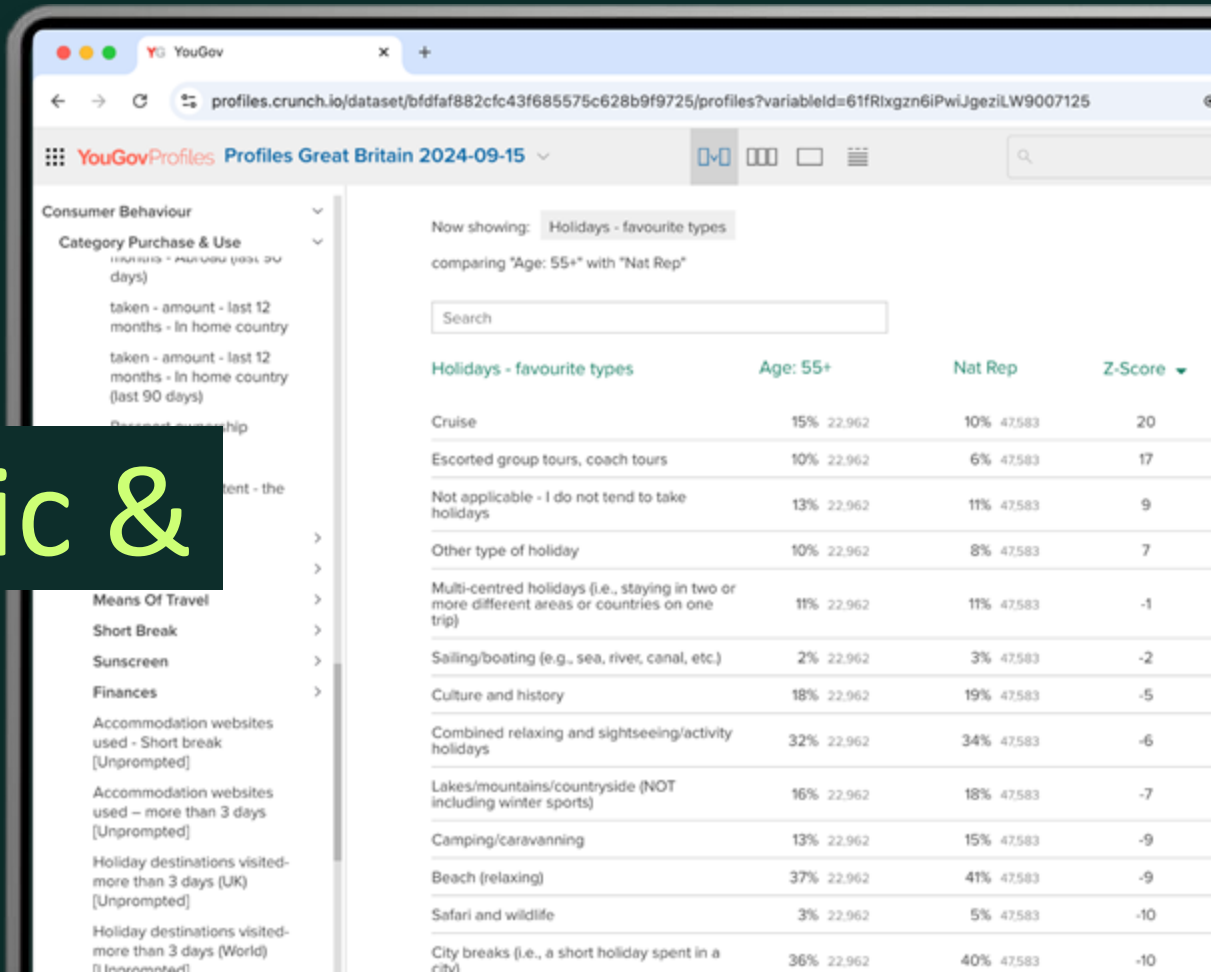
... and in social
data too



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YouGov is
great for
demographic &
attitudinal
insights...

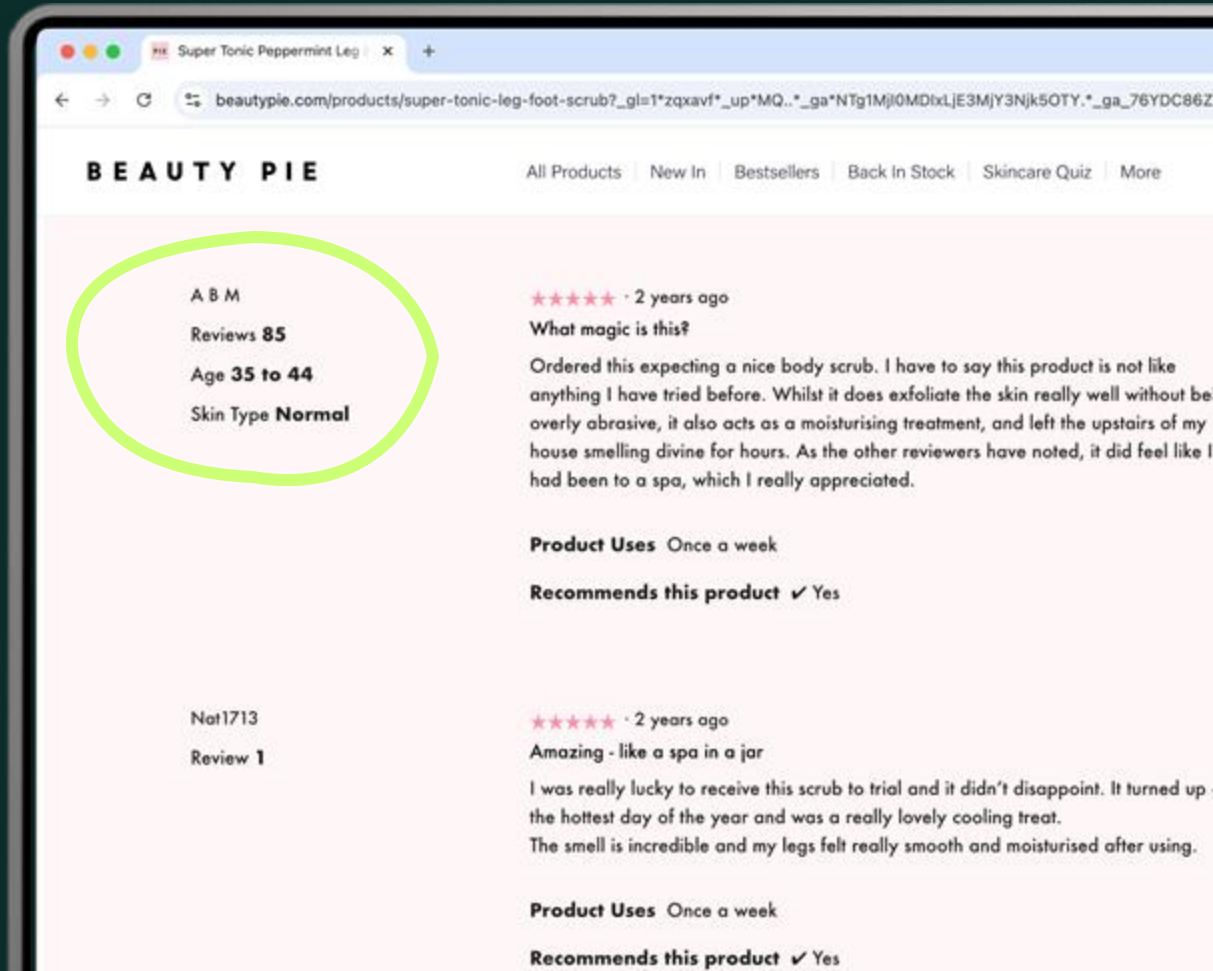


The screenshot shows the YouGov website interface. The browser address bar displays the URL: `profiles.crunch.io/dataset/bfdaf882cfc43f685575c628b9f725/profiles?variableId=61fRlxgn6iPwiJgezILW9007125`. The page title is "YouGovProfiles Profiles Great Britain 2024-09-15". The left sidebar lists various categories under "Consumer Behaviour", including "Category Purchase & Use" and "Means Of Travel". The main content area shows a comparison of "Holidays - favourite types" for "Age: 55+" and "Nat Rep". A search bar is present above the table. The table lists 12 holiday types with their respective percentages and Z-scores for both groups.

Holidays - favourite types	Age: 55+	Nat Rep	Z-Score
Cruise	15% 22.962	10% 47.583	20
Escorted group tours, coach tours	10% 22.962	6% 47.583	17
Not applicable - I do not tend to take holidays	13% 22.962	11% 47.583	9
Other type of holiday	10% 22.962	8% 47.583	7
Multi-centred holidays (i.e., staying in two or more different areas or countries on one trip)	11% 22.962	11% 47.583	-1
Sailing/boating (e.g., sea, river, canal, etc.)	2% 22.962	3% 47.583	-2
Culture and history	18% 22.962	19% 47.583	-5
Combined relaxing and sightseeing/activity holidays	32% 22.962	34% 47.583	-6
Lakes/mountains/countryside (NOT including winter sports)	16% 22.962	18% 47.583	-7
Camping/caravanning	13% 22.962	15% 47.583	-9
Beach (relaxing)	37% 22.962	41% 47.583	-9
Safari and wildlife	3% 22.962	5% 47.583	-10
City breaks (i.e., a short holiday spent in a city)	36% 22.962	40% 47.583	-10

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... while
reviews are
often full of
gems too



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You've got
the insight...

Stick it into a brief
and you're good to
go, right?

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Who?

- Males/females
- Older skew; health conditions
- Keen travellers

When?

- Could purchase an annual policy
- More likely to buy after booking a trip - usually right after booking

What?

- Stressed about financial implication of declaring condition when buying insurance
- Most older customers are enjoying retirement

Where?


- Will likely buy online
- Might seek advice from charity/relevant body/friends

Why?

- If you don't have the right cover when you fall ill abroad, you could be left hugely out of pocket
- Price and quality

How?

- Feel resentful that their condition increases the price
- Insurance is an added stress - financial and mental

The background of the slide is a soft, light pink color. It is decorated with several strands of beaded garlands in shades of pink, purple, and white. Small, dark gold glitter particles are scattered throughout the scene, adding a festive and celebratory feel.

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Enter, AI...

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[P]

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[P]

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Persona 1: The Cautious Planner

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Name: Margaret Thompson

Age: 62


Location: Leeds, West Yorkshire

Job: Retired primary school teacher

Income: £24,000 per year (pension)

Health condition: Type 2 diabetes

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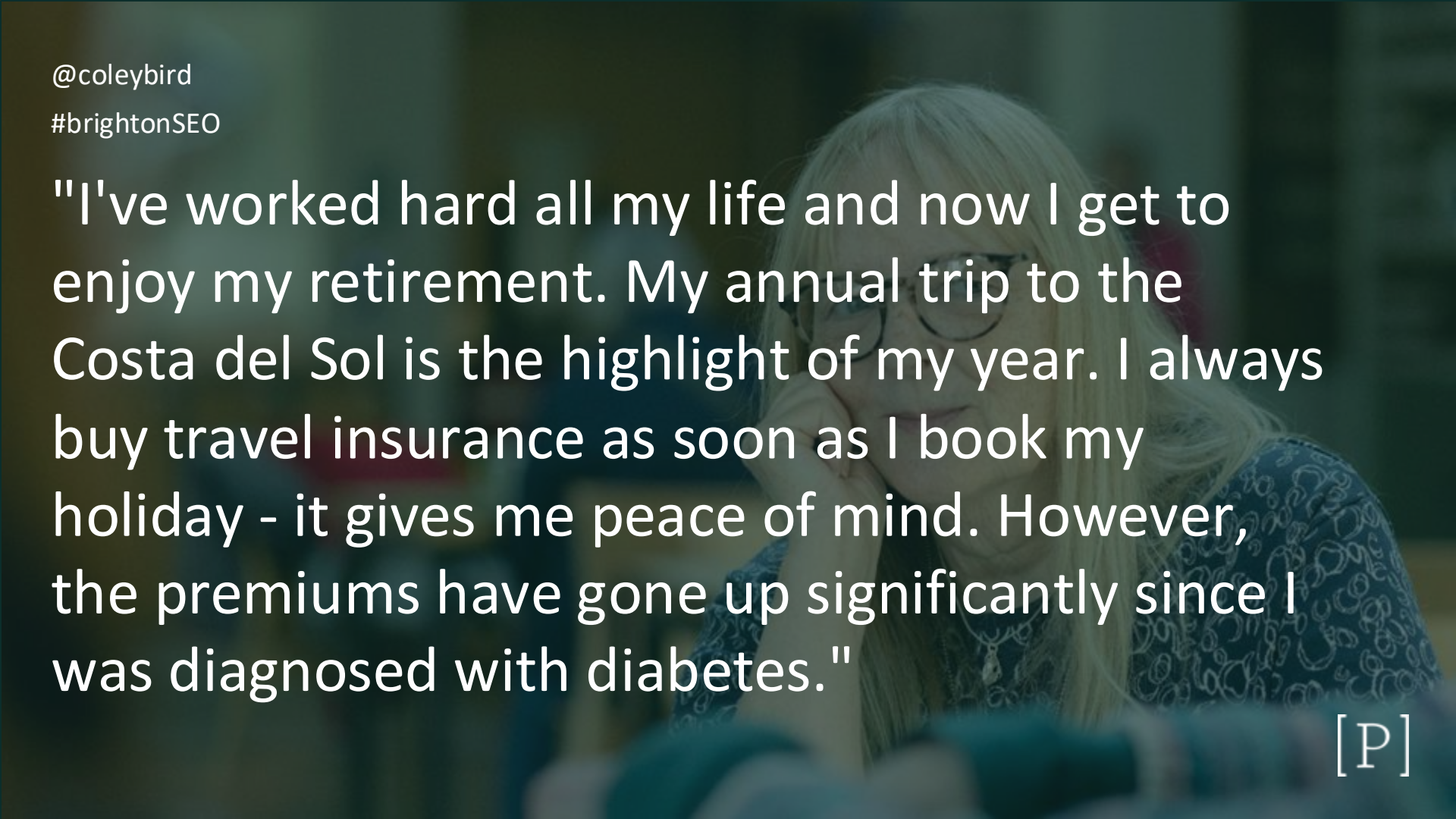


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Margaret is a meticulous planner who loves to research her annual holiday to Spain in great detail. She's been managing her diabetes for 15 years and is very health-conscious.

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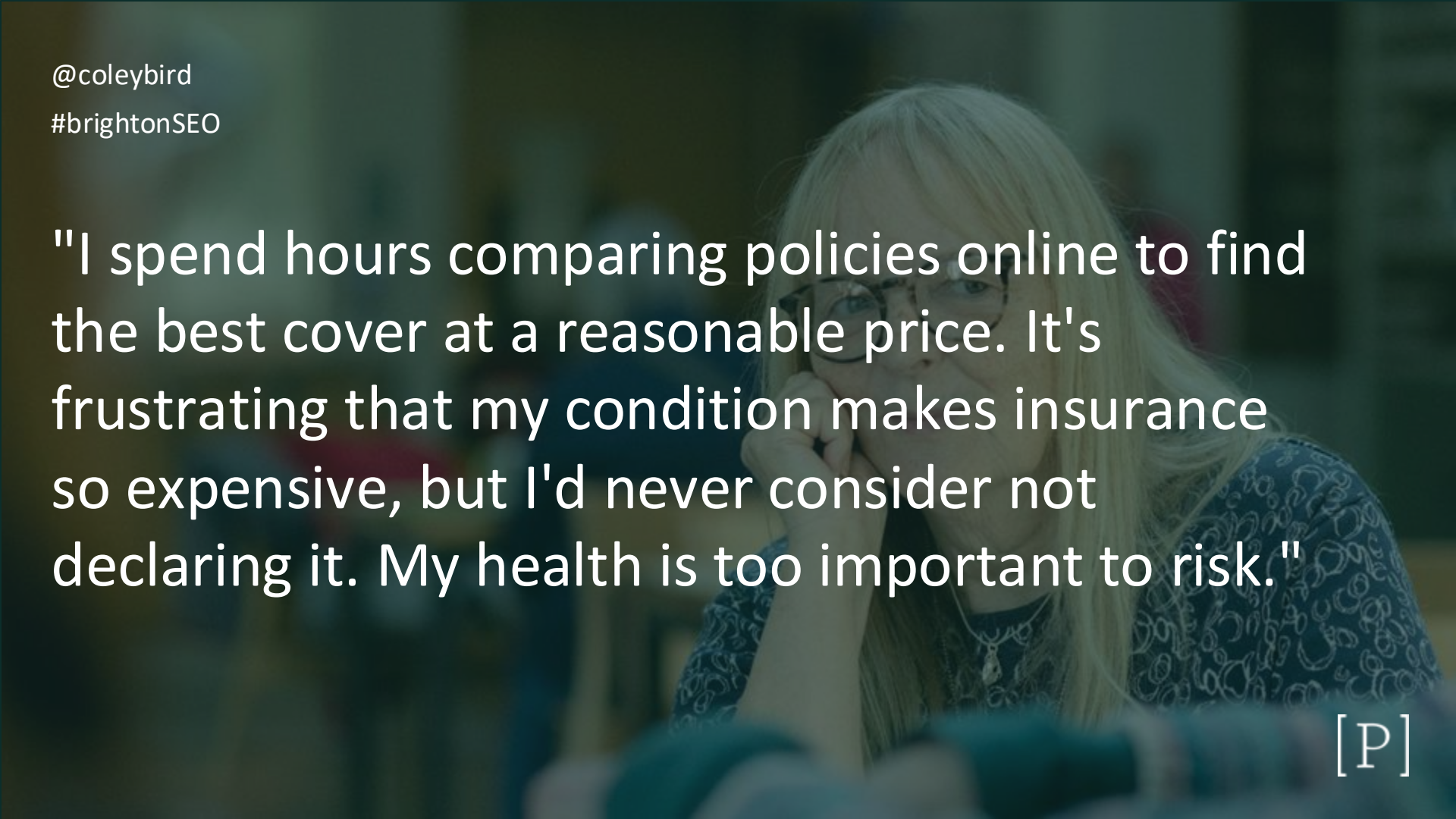


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"I've worked hard all my life and now I get to enjoy my retirement. My annual trip to the Costa del Sol is the highlight of my year. I always buy travel insurance as soon as I book my holiday - it gives me peace of mind. However, the premiums have gone up significantly since I was diagnosed with diabetes."

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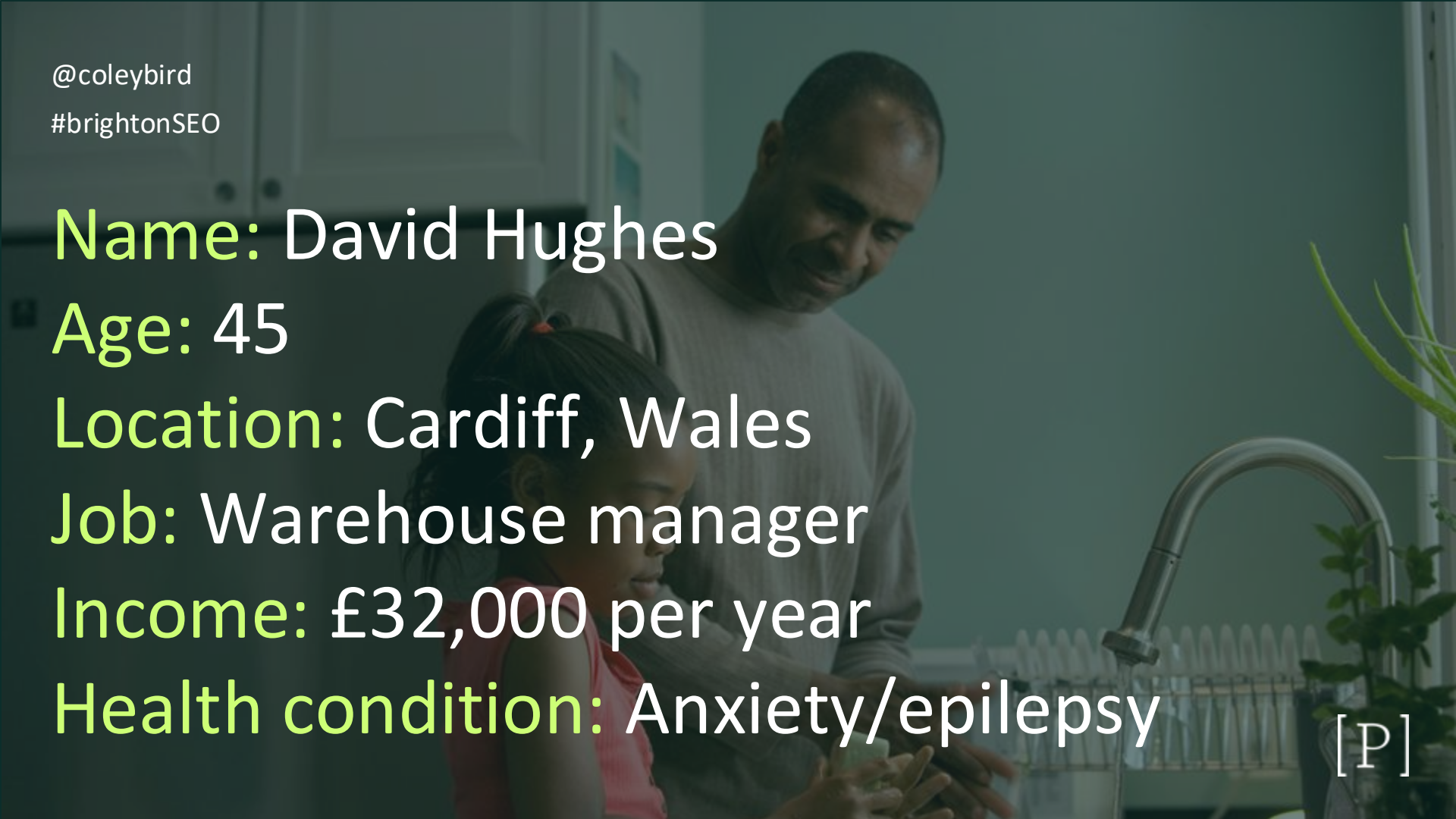
"I spend hours comparing policies online to find the best cover at a reasonable price. It's frustrating that my condition makes insurance so expensive, but I'd never consider not declaring it. My health is too important to risk."

[P]

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Persona 2: The Reluctant Purchaser

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A photograph of a man and a young girl in a kitchen. The man, David Hughes, is standing behind the girl, and they are both washing their hands at a sink with a modern faucet. The background shows kitchen cabinets and a window. The image is dimmed to serve as a background for the text.

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Name: David Hughes

Age: 45

Location: Cardiff, Wales

Job: Warehouse manager

Income: £32,000 per year

Health condition: Anxiety/epilepsy

[P]

A man and a young girl are standing at a kitchen sink, washing their hands. The man is wearing a light-colored long-sleeved shirt and is looking down at his hands. The girl is wearing a pink sleeveless top and is also looking down at her hands. The background shows a kitchen with white cabinets and a window. The image has a dark, semi-transparent overlay.

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David struggles with anxiety and has had infrequent epileptic seizures since his twenties. He's not a natural traveller but enjoys his annual family holiday to Greece.

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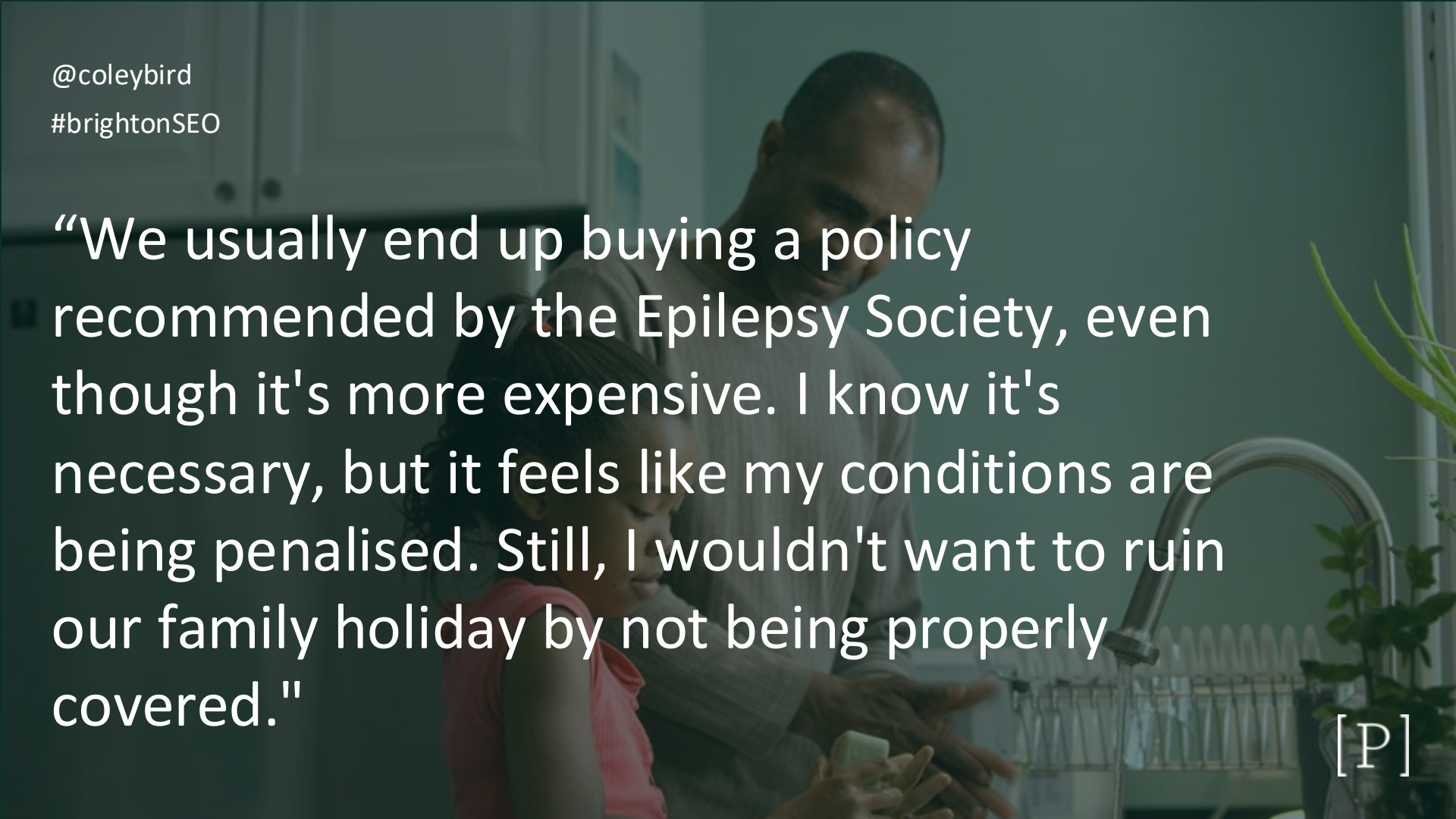
A man and a young girl are in a kitchen. The man is standing behind the girl, who is wearing a pink shirt. They are both looking down at something the girl is holding in her hands. The background shows a kitchen sink with a faucet and some plants.

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"To be honest, I find the whole process of buying travel insurance stressful. The forms asking about my medical history make me anxious, and I worry about having a seizure abroad. I've considered not mentioning my epilepsy to keep costs down, but my wife insists we declare everything."

[P]

A man and a young girl are washing their hands at a kitchen sink. The man is standing behind the girl, and they are both looking down at their hands. The background shows kitchen cabinets and a window.

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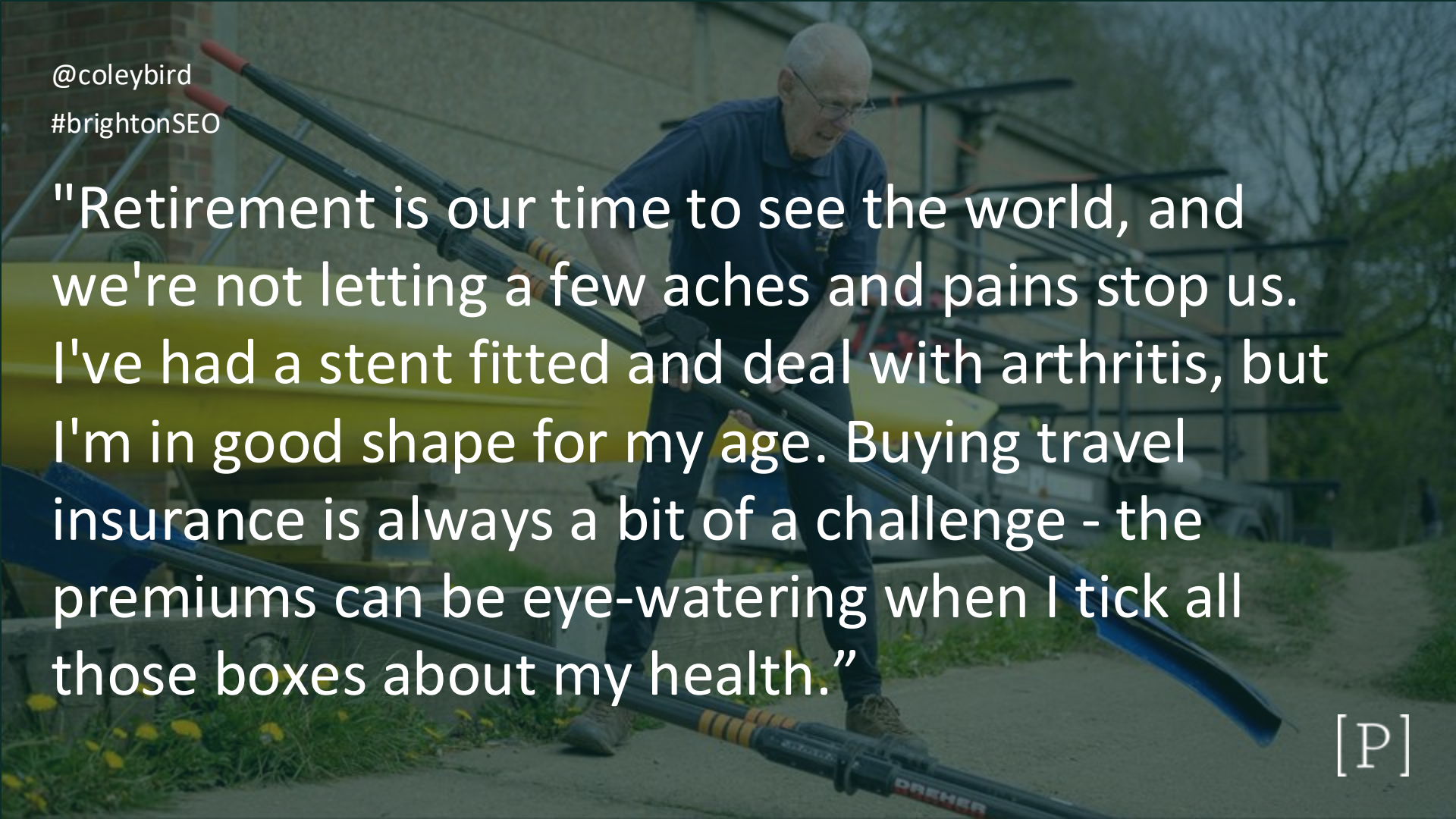
“We usually end up buying a policy recommended by the Epilepsy Society, even though it's more expensive. I know it's necessary, but it feels like my conditions are being penalised. Still, I wouldn't want to ruin our family holiday by not being properly covered.”

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Persona 3: The Adventurous Retiree

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Name: Alan Forsyth

Age: 68

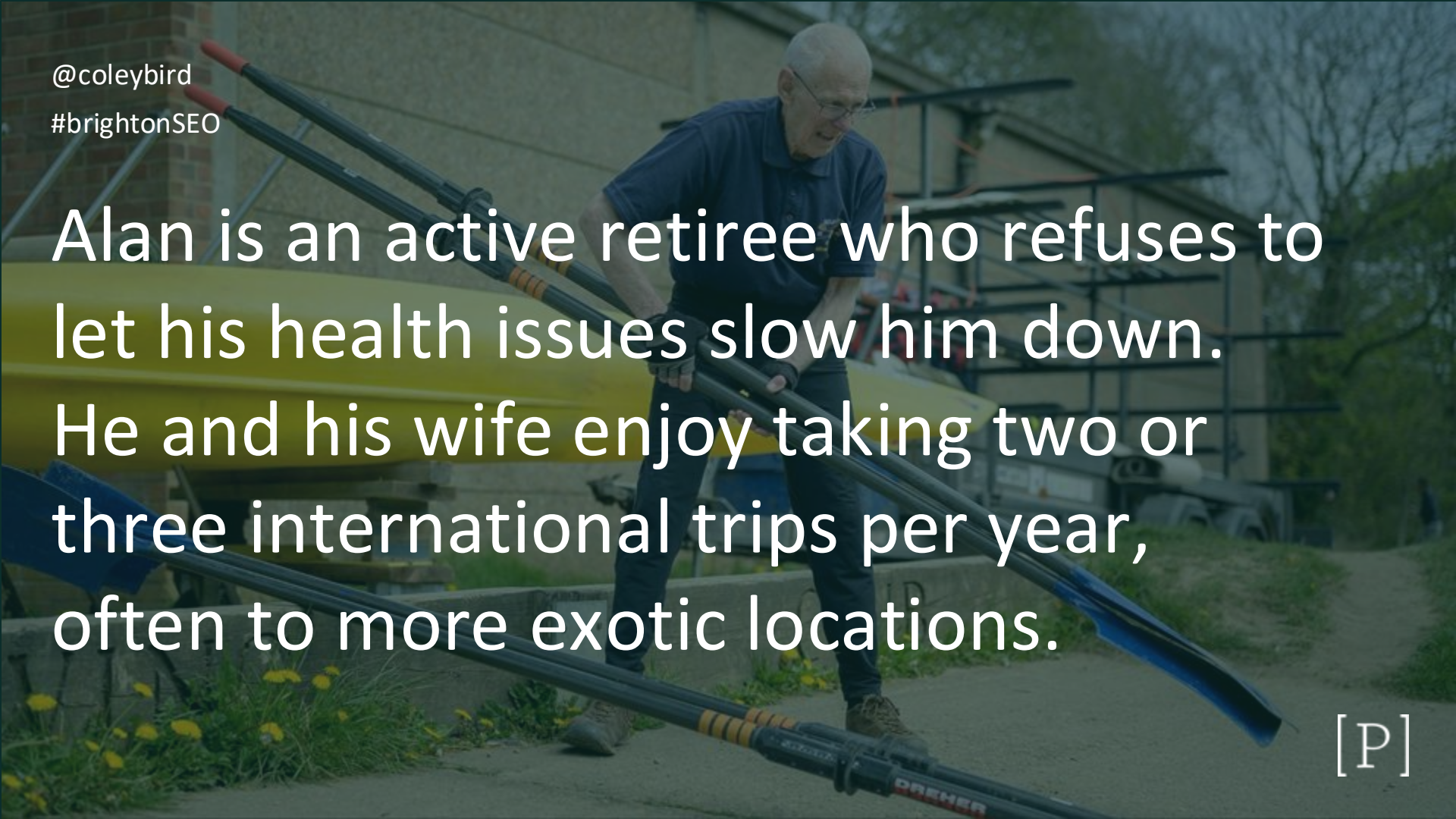
Location: Edinburgh, Scotland

Job: Retired civil engineer

Income: £35,000 per year (pension & investments)

Health condition: Arthritis and controlled heart condition

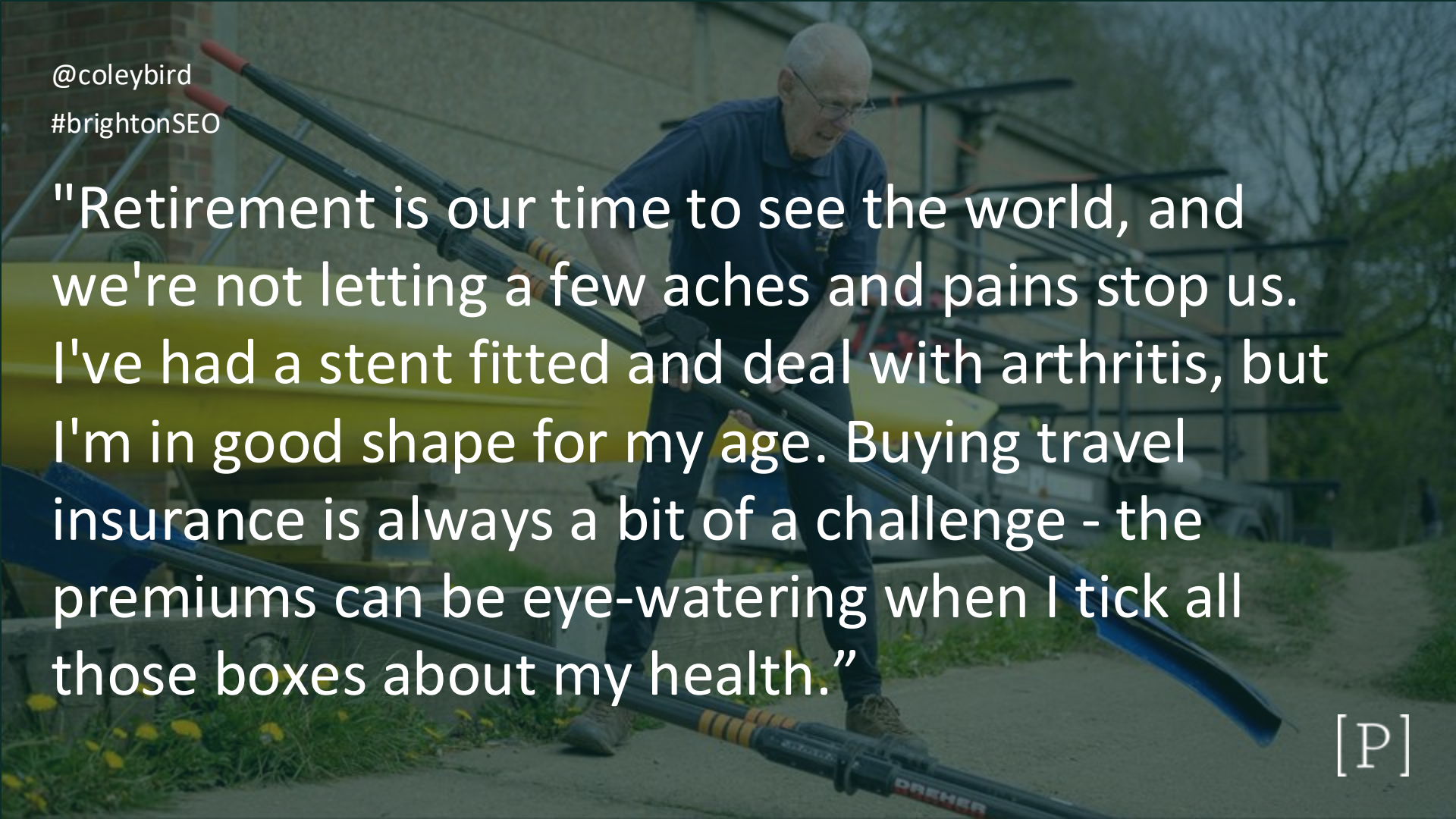
[P]

A man in a blue polo shirt and dark pants is using a chainsaw to cut through a large log. He is wearing safety glasses and gloves. The background shows a residential area with a house and some trees.

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Alan is an active retiree who refuses to let his health issues slow him down. He and his wife enjoy taking two or three international trips per year, often to more exotic locations.

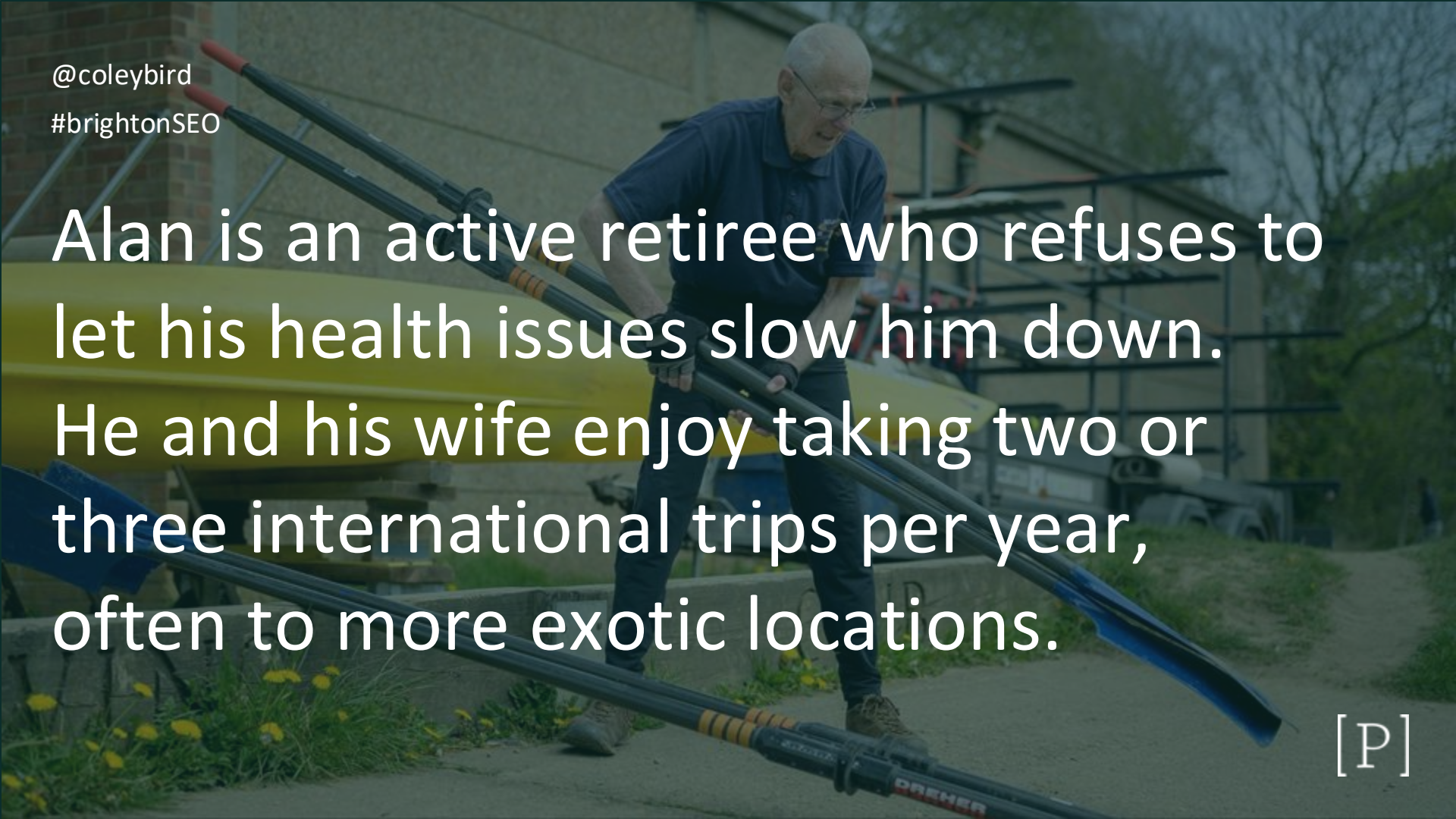
[P]



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"Retirement is our time to see the world, and we're not letting a few aches and pains stop us. I've had a stent fitted and deal with arthritis, but I'm in good shape for my age. Buying travel insurance is always a bit of a challenge - the premiums can be eye-watering when I tick all those boxes about my health."

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“I usually start looking online about a month before our trip, but often end up calling insurers directly to negotiate a better deal. It's frustrating that my medical history makes insurance so costly, especially for longer trips or cruises.”

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"But after a friend had a health scare in Thailand last year, I know it's worth every penny. We budget for it as part of our holiday costs now."

[P]

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Who?

- Males/females
- Older skew; health conditions
- Keen travellers

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Where?

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Why?

- If you don't have the right cover when you fall ill abroad, you could be left hugely out of pocket
- Price and quality

How?

- Feel resentful that their condition increases the price
- Insurance is an added stress - financial and mental

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Margar
et




David



Alan

[P]



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With broad boundaries in place,
ideation *feels* easier & our
ideas are consistently *relevant*
yet *diverse*

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The Cautious Planner Planning & risks

Which countries see
the most claims made?

Advice on drinking tap
water or travel scams

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The Reluctant Purchaser

Reassuring
travel

Most relaxing
destinations

Most returned-to
destinations

Happiest destinations

[P]

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The Adventurous Retiree Bucket list travel

Best destinations
for adventure

Off the beaten
path travel


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Audience engagement is a
brilliant measure of
relevancy...

[P]

A sunset over the ocean with a pier in the foreground. The sky is a mix of orange, yellow, and blue, with some clouds. The ocean is dark blue with white-capped waves. The pier is a dark silhouette with several vertical posts. A few small figures of people are visible on the pier.

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... so turn your audience
insights into audience stories
for ideation...

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... and you can deliver creative,
relevant content that Google
and your target audience
loves...

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... over and over and over
again.

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Thank
you!



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Propellernet