



Imperfect Personas

Mapping Personality Changes & Receptivity with AI

AI-ANGLE



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HYPOTHESIS:

Traditional personas are idealized versions of themselves.

But, any given persona will act differently when he/she is affected by various stress levels. Marketers need to adapt to persona behavioral changes accordingly.

Outcome:

Combining AI tools and our own solution set, personas will experience varying stress levels during key moments.

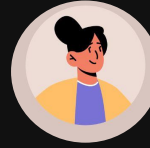
This will enhance the persona profile, allowing us to determine optimal marketing strategies for any given persona when they are experiencing different states of stress and receptivity. The end result will be a more relevant, impactful one-to-one engagement.

**MENTAL STATE AFFECTS REAL-LIFE
BEHAVIOR AND RECEPTIVITY.**

**MENTAL STATE SHOULD ALSO
AFFECT PERSONA DEVELOPMENT.**

Enneagram

**A nine-sided figure used to represent
the spectrum of possible personality
types.**



Rose, 33

- Location: Boston, MA
- Position: Brand Manager

Normal Receptivity to X:



Stress Receptivity to X:



Traditional customer journeys and personas...

- ...are typically linear, with few (if any) deviations
- ...assume that a customer will react in the same way on a good day as they will on a bad day

REAL customer journeys and personas...

- ...may be non-linear and incremental
- ...are affected by “stress signals”
- ...change in receptivity based on psychological state

STRESS SIGNAL:
Missed work deadline

AWARENESS

01

STRESS SIGNAL:
Plumbing issues

CONSIDERATION

02

STRESS SIGNAL:
Sunburn

PURCHASE

03

LOYALTY

04

STRESS SIGNAL:
Poison ivy reaction

STRESS SIGNAL:
Sick child



What are “Imperfect Personas”?

An “imperfect persona” is an extension of the traditional persona, but one that experiences varying levels of stress as a real human would.

AI models the persona, interacting with key Moments and scenarios that may cause — and be affected by — normal human stress.

The takeaway: changes in stress levels cause changes in receptivity to messages, tactics, and ad formats. These changes are not present in traditional personas.



Ellen, 37

- Location: Bentonville, AR
- Position: CMO

Normal Receptivity to X:



Stress Receptivity to X:



Dave, 28

- Location: Winston-Salem, NC
- Position: Marketing Manager

Normal Receptivity to X:



Stress Receptivity to X:





Who is our persona?

CAITLYNN, THE COMFORT QUEEN

- **Gen Z, Millennial, or Gen X**
- **Female**
- **Information sources:** include Self, Women's Health, and Disney Family
- **Biggest frustration:** Caitlynn doesn't want to compromise between activewear that's fashionable or functional; she wants her outfits to be both.

Caitlynn works mornings from home, and in the afternoon she's constantly on the go. From grocery shopping to walking her seven-year-old home from the bus stop, Caitlynn gets her 10,000 steps a day in – she just doesn't do it at the gym.

Caitlynn is appearance- and brand-conscious, and her ideal clothing is an even blend of form and function. She favors flattering options that help her feel at home in any setting, not clothing that makes her look like she came straight from the gym without changing.

[continued...]





LIVE DEMO



“Imperfect Personas”

1. Feature greater depth and utility compared to traditional personas
2. Respond more realistically to real-life stressors & scenarios
3. Demonstrate changing receptivity to ads, channels, formats & messages based on different psychological states
4. Follow a consumer journey that accounts for human deviations

And we can expand this further with *our existing solutions*.

Layer in Aki Moments & Inmar transaction data from national retailers to form a more comprehensive view of when, where, how, and why consumer receptivity changes in response to realistic scenarios & stress.



KEY LEARNINGS:

- AI is capable of replicating human reactions to stress, and can show how channel/tactic receptivity changes when mental state does.
- **By creating “Imperfect Personas” based on realistic human stress levels and receptivity,** we are able to expand customer personas and customer journeys to be more effective in context.
- Without having to create formal persona profiles (which can take ~3 months), we are now able to understand how a typical persona, in varying mental states, would react to a marketing campaign in real-time.
- Using receptivity changes as a guide, we can tailor our marketing mix to reach shoppers in key Moments with the tactics and messages that they are most receptive to.



Q&A



Backup slides



Summary of scenarios

Persona	Evening Commute Moment MEDIUM STRESS	Insomnia Moment HIGH STRESS	General Moment NO STRESS
Caitlynn	Use a combination of DOOH & Social Media Ads with Digital Billboards and Carousel & Video Ads. Tone: Motivational.	Use Email Messages & In-App Ads with Plain Text and Interstitials. Tone: Calming & Empathetic.	Use Website Banner Ads & Social Media Ads with Display Ads and Carousel & Video Ads. Tone: Fun & Energetic.
Anne	Use a multi-channel approach with Connected TV Ads featuring Reassuring and Confident Video Ads.	Take a personalized approach using Social Media with Empathetic and Understanding Rich Media Ads.	Use a multi-channel approach emphasizing reliability, focusing on Email with Informative and Reliable Banner Ads.
Melanie Brown	Use Social Media Ads + In-App Ads on Facebook and Instagram featuring Friendly yet Professional Video Ads.	Use In-App Ads + Connected TV Ads targeting a young audience with Calming Visual Ad or Animated GIF featuring Soothing music/sounds and Soft visuals.	Use Email Messages + Display Ads on Email + Display Network featuring an Approachable yet Professional Static Image Ad.
Will Davis	Instagram ads and influencer marketing with a soothing tone.	Email messages and DOOH ads with calming messaging promoting movie rental service.	Website banner ads and in-app advertising showcasing benefits of the service with engaging tone highlighting unique features.
Tim	Multi-channel approach with Connected TV ads. Use empathetic video.	Multi-channel approach with in-app and DOOH ads. Use reassuring banner.	Multi-channel approach with email and social media. Use personalized, informative message.



Caitlynn:

- **Generation:** Gen Z, Millennial, or Gen X
- **Gender:** Female
- **Information sources include:** Self, Women's Health, and Disney Family
- **Biggest frustration:** Caitlynn doesn't want to compromise between activewear that's fashionable or functional; she wants her outfits to be both.
- **Life:**
 - Caitlynn works mornings from home, and in the afternoon she's constantly on the go. From grocery shopping to walking her seven-year-old home from the bus stop, Caitlynn gets her 10,000 steps a day in – she just doesn't do it at the gym.
 - Caitlynn used to squeeze into heels for her office job every day, but now she lives in tennis shoes, yoga pants and other comfortable attire. Her life is full and busy, and there's simply no reason to suffer for fashion.
 - That said, Caitlynn isn't going to leave the house looking like a slob. She's appearance- and brand-conscious, and her ideal clothing is an even blend of form and function. She favors flattering options that help her feel at home in any setting, not clothing that makes her look like she came straight from the gym without changing.



The prompt:

You are an expert marketing strategist, consider a multi-channel B2C marketing campaign comprised of email messages, website banner ads, social media ads, in-app, connected tv ads, display ads and influencer marketing, DOOH. Do not include SMS channel. That targets a particular buyer persona which I will provide.

I need you to analyze how this persona would react to advertisement channels and formats. Consider how this persona's receptiveness changes at the stress level specified. Make sure to consider that the psychological disintegration in your analysis that the persona would suffer based on their stress level.

To help me find the best strategy, please follow the following steps 1 by 1, do not continue to the next step if I am to provide information, until I provide it.

1. Confirm you understood the instructions above
2. Ask me to provide a list of channels to use and wait for my answer.
3. Ask me to provide the description of the buyer persona to be targeted and wait for my answer.
4. Assign the enneagram type that best fits the persona description and provide a summary of the type and how the level of stress reflects on the buyer persona's psychological disintegration.
5. Review the persona assigned and make sure it's coherent with the persona description provided.
6. Ask me to provide: moment name: moment description: stress level and wait for my answer
7. Execute the analysis identifying:
 - the best strategy to maximize receptivity
 - best channel
 - reason for selecting that channel
 - most effective ad unit format (banner, interstitial, rich media, video, DOOH, influencer marketing)
 - Best tone to use on the ad message.
8. Present the analysis in a table which includes one row for each of the following:
 - Moment name
 - Best strategy
 - Best channel
 - Reason for selecting the channel
 - Most effective ad unit
 - Best tone to use on the ad message.
9. Explain briefly how the stress level affected his psychological disintegration level and the reasoning that lead to the results presented in the table, the reasoning should be sound throughout.

Remember we're trying to identify the best way to deliver the marketing message to the persona we're analyzing and we're particularly interested to cater to their psychological state based on the stress level they are experiencing.

At this point we're done with the analysis, so I want you to star over on step #6 so that we can start the analysis for a different moment.



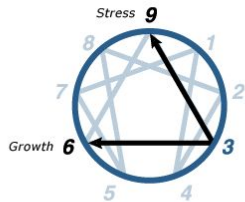
Enneagram sample description

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THE ACHIEVER

Enneagram Type Three

The Success-Oriented, Pragmatic Type:
Adaptable, Excelling, Driven, and Image-Conscious



Type Three in Brief

Threes are self-assured, attractive, and charming. Ambitious, competent, and energetic, they can also be status-conscious and highly driven for advancement. They are diplomatic and poised, but can also be overly concerned with their image and what others think of them. They typically have problems with workaholism and competitiveness. *At their Best:* self-accepting, authentic, everything they seem to be—role models who inspire others.

- **Basic Fear:** Of being worthless
- **Basic Desire:** To feel valuable and worthwhile
- **Enneagram Three with a Two-Wing:** "The Charmer"
- **Enneagram Three with a Four-Wing:** "The Professional"

Key Motivations: Want to be affirmed, to distinguish themselves from others, to have attention, to be admired, and to impress others.



Enneagram sample description

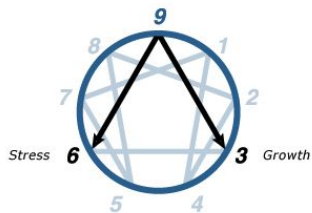
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THE PEACEMAKER

Enneagram Type Nine

The Easygoing, Self-Effacing Type:

Receptive, Reassuring Agreeable, and Complacent



Type Nine in Brief

Nines are accepting, trusting, and stable. They are usually creative, optimistic, and supportive, but can also be too willing to go along with others to keep the peace. They want everything to go smoothly and be without conflict, but they can also tend to be complacent, simplifying problems and minimizing anything upsetting. They typically have problems with inertia and stubbornness. *At their Best:* indomitable and all-embracing, they are able to bring people together and heal conflicts.

- **Basic Fear:** Of loss and separation
- **Basic Desire:** To have inner stability "peace of mind"
- **Enneagram Nine with an Eight-Wing:** "The Referee"
- **Enneagram Nine with a One-Wing:** "The Dreamer"

Key Motivations: Want to create harmony in their environment, to avoid conflicts and tension, to preserve things as they are, to resist whatever would upset or disturb them.



On-the-go Evan:

- **Generation:** Gen Z
- **Gender:** Male
- **Information sources include:** hiking blogs, outdoor catalogues, social media
- **Biggest frustration:** Buying equipment that doesn't last, or doesn't meet his needs. Owen is comfortable paying a little extra to get higher quality gear for his hikes.
- **Life:**
 - Owen loves being outside, but he doesn't really like competing in sports. He prefers to experience nature at his own pace.
 - Although he has a limited budget, Owen doesn't hesitate to buy premium hiking gear that will last. He relies on reviews, influencers and blog posts for unbiased information about the best equipment for the types of trails he prefers.
 - Owen has a few favorite brands, but he's always open to new ideas as long as they're recommended by a trusted source. Currently, Owen is looking for a new pair of hiking boots to replace his previous pair. They held up well, but he didn't love them enough to buy another pair. He's also more experienced now, and he wants the best he can afford.



Tim, the Teenager's Dad (AKA Tim, the Terrified)

- **Generation:** Gen X or Boomer
- **Gender:** Male
- **Information sources:** vary widely, including CNN and USA Today
- **Biggest frustration:** Tim is a caring father and is stressed out about his teenage son's safety (and potentially skyrocketing car insurance costs in the case his son gets in an accident).
- **Life:**
 - Tim's 17-year-old son has had his driver's license for a year, and he uses the family's second car as his own. He's a great kid, but he's prone to distraction and Tim knows his son shuttles his friends around. Worries about his son's safety keep Tim up at night, but that's not all – he also shudders to think about his insurance premiums in the event of an accident. On top of that, he worries that Tim may inadvertently injure his friends if they're in the car with him at the time of an accident.
 - Tim is looking for an insurance company that's comprehensive, reliable, and sympathetic. He'd also like them to appreciate his son's good initial driving record. Furthermore, he wants them to provide guidance on how to keep his son as safe as possible.