



## **CASE STUDY:**

# **Segmentation/ Personas**

*How to optimise our communication strategy for 2020?*

### **The Complication**

Our client, a leading Dutch construction company, was working on their positioning and marketing communication strategy for 2020 within the residential sector. The aim of the research was to segment their customer base in four segments and create personas to better meet customer needs in the future.



## The Solution

We conducted qualitative in-depth telephone interviews with our client's customers and prospects to understand what they expected from a construction company in terms of marketing, communication, information, service, etc.. The answers from these interviews were then used to develop different personas, which were validated by conducting quantitative telephone interviews.

### Category needs

What are the specific needs of the market in which you operate?  
What pains and gains does your persona experience?

### Character

Which socio-demographics? What is their psychography?

### Category behaviour

What solutions does your persona buy? Which purchase criteria? Which brands? How much does he spend? How often?

### Core values

What are the most important goals of your persona? Which convictions drive behaviour?

### Communication

Which media? Focus on online or offline? Which TV channels, websites, magazines? Which tone of voice?

### Company value

What is the current and potential value of the persona for your brand? Is your persona an ambassador for your organisation?

### Channel usage

Which channels are primarily used for orientation, purchase, and service? How? What is the best approach?

## The Insight

The research identified four distinctive customer needs- and value-based segments. Following the research, we developed customer value propositions (personas) for each of the identified segments, which guided the client in developing a tailored positioning and marketing communication strategy.