

Retail

Client

National Menswear Retailer

Challenge

Client required a singular, consistent view into what united and differentiated its client personas.

Solution

Segmentation
Persona Development
Brand Partnership Analysis

Results

Client was able to prioritize personas and build out marketing messages and offers that resonated with those personas in the right media channels.

Dedicated Solutions Case Study: Giving Life to Transactional Segments

After undertaking extensive work to develop a number of transactional personas to maintain customers, as well as aspirational personas to attract new customers, a national menswear retailer needed to dig in to what made these personas tick. Their segmentations were developed by various providers and spanned across business units. To inform marketing, messaging and media planning, this retailer required a singular, consistent view into what both united and differentiated each group.

Solution

MRI-Simmons worked with the client to build proxies of its personas using over 60,000 consumer data points, including demographic, behavioral and psychographic traits. Upon finalizing the persona definitions, MRI-Simmons developed personas for each, drawing on retail category insights, detailed media behaviors and attitudes, core attitudinal motivators, and economic indicators such as discretionary spend. The team also looked at category and brand involvement in adjacent categories such as automotive and professional sports.

Results

- Client was armed with both long form analyses and short form summaries.
- The more detailed stories allowed marketing and media planning teams to prioritize personas and build out marketing messages and offers that resonated with those personas in the right media channels.
- The shorter snapshots gave the client fodder to sell-in the personas to internal stakeholders and provide quick reference to who each persona was at-a-glance.
- The additional overlay of other categories and brands the personas engaged with gave direction on brand partnerships that the client could pursue.