



HELIX PERSONAS

MEET THE NEXT GENERATION HELIX PERSONAS. AUSTRALIA'S MOST ADVANCED PSYCHOGRAPHIC CUSTOMER SEGMENTATION AND DATA INTEGRATION TOOL.

PREDICT CONSUMER BEHAVIOUR AND HUMANISE
YOUR DATA TO UNLOCK HIDDEN VALUE.

Gain rich insights into your customers values, attitudes and behaviour.
Pinpoint precisely where to find more of your best Customers using Helix Personas.

6 HELIX COMMUNITIES COMPRISED OF 54 PERSONAS



HELIX PERSONAS UNLOCKS THE DNA OF ALL AUSTRALIANS

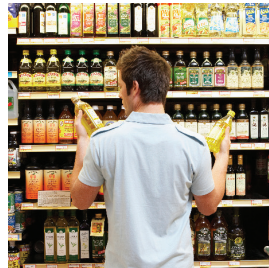
BASED ON THE WORLD'S
LARGEST SINGLE SOURCE
CONSUMER DATABASE



ROY
MORGAN
LIVE

DISCOVER WHICH HELIX PERSONAS DRIVE YOUR BUSINESS

PINPOINT YOUR BEST CUSTOMERS AUSTRALIA-WIDE.
UNDERSTAND THEIR ATTITUDES, PRODUCT
CONSUMPTION AND MEDIA USAGE.



Helix Personas reveals the story of every Australian at an intimate, granular level. Town by town, street by street, Helix Personas paints the picture of a nation that is constantly being reshaped by social change. Helix Personas unlocks the DNA of all Australians.

It combines sophisticated values based, attitudinal and behavioural data to identify the unique mindsets of every Australian. It is the world's only psychographic segmentation & data integration platform that provides the building blocks capable of binding disparate data sets together.

Helix Personas uses deep psychographic insights, far beyond simple demographics, to segment consumers into targetable groups. The tool incorporates values, beliefs and attitudes which are the best predictors of consumer behaviour, so our clients can reach their customers more effectively with messages that resonate.

Helix Personas is used every day by our clients to drive business outcomes such as Media Planning and Marketing Optimisation, Product Developments, Customer Database Enrichment, Look-a-like models to find more best customers and as a Data Integration tool to unlock the hidden value in their internal data.



100 Leading Lifestyles

High income, highly educated, progressive and success and career focused, people in the Leading Lifestyles Community enjoy cultured city living to the max.



200 Metrotechs

Highly educated, socially aware, hard-working, ambitious and culturally diverse young singles typically renting apartments in the inner city and inner suburbs.



300 Aspirationals

Ambitious, up-and-coming, culturally diverse young families, young singles and couples committed to creating a successful future.



400 Hearth and Home

Closest to the average Australian, life revolves around the home for these contented families and empty nesters, who see their homes as an expression of status and achievements.



500 Doing Fine

A mix of household types and ages including many young migrants and some older Australians, happily making their way through life on modest incomes across Australia.



600 Fair Go

A mix of ages and household types, including those living alone and single parents, Fair Go are low income Australians looking for a better deal in life.

CALL 1800 633 813
or email live@roymorgan.com
To organise a demonstration today



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