

EGG STRATEGY'S POV SERIES:

Making Segmentation Actionable by Defining Your Muse

Where brand distinction and segmentation data work together.



“A struggle that team’s face with any segmentation is the spread of variables contributing to the segments themselves. We’re all aligned to the value of prioritizing segments, but actually targeting and marketing successfully to specific segments is harder to do. Defining a muse brings alignment and precision to activation.”

- MATTHEW SINGER | PRESIDENT OF EGG



The promise of segmentation creates a powerful attraction.

The fundamental value of segmentation is its ability to identify target-worthy consumers with the greatest business potential, and how these audiences are different from each other in attitudes, beliefs and behaviors. By being more targeted, you'll maximize ROI through the acquisition and retention of the consumers that matter most. This promise is the draw that keeps companies interested in pursuing the segmentation exercise.

WHY INVEST IN A SEGMENTATION?

- / Better serve the consumer you know and meet the consumers you don't
- / Have a common language and image of your consumers – every team you work with can design, develop, and write with the same person in mind
- / Be relevant – understand whom to reach out to and what will resonate
- / Size opportunities and map paths to growth, with an understanding of the channels or messages needed to get there
- / Build a culture that puts the consumer at its center
- / Better target your media
- / Type and classify your existing database of clients
- / Create a more refined approach to innovation and portfolio strategy



Successful implementation of segmentation requires a strategic approach.

Often overheard are concerns from segmentation buyers such as, "This has to be more than an academic exercise!" and "Our segmentations have to be actionable, not just interesting."

While there are many reasons segmentations can fail (e.g., poor study design – including inputs/variables, failing to understand or define the business application, lack of organizational alignment or support for the endeavor, a solution that is too complex with too many segments, a solution that is too simple or feels generic and lacking in insightful distinctions), what strikes us the most is that clients can still get stuck trying to implement a solid segmentation solution.

Building empathy through follow-on research facilitates buy-in... but only gets you so far.

A natural next step in the segmentation process is qualitatively illuminating prioritized segments. This is a valuable exercise for many of reasons identified in the checklist below. This promise is the draw that keeps companies interested in pursuing the segmentation exercise.



WHY INVEST IN QUALITATIVE ILLUMINATION OF SEGMENTS?

- / Better serve the consumer you know and meet the consumers you don't
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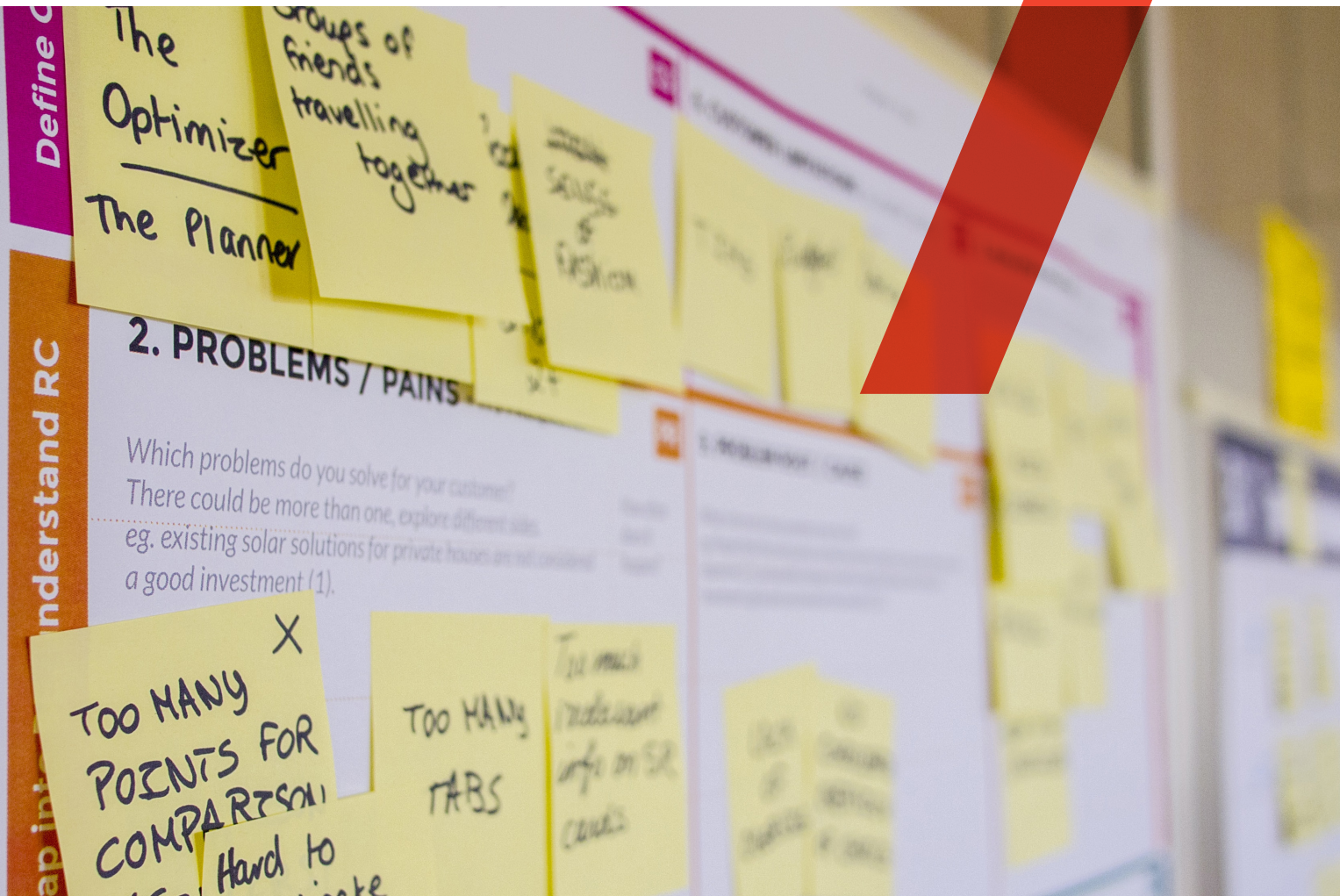
While widely accepted and often commissioned, the utility of what is essentially a research endeavor does have its limitations. From a practical standpoint, it's difficult for team members to attend research even if it's conducted virtually or scheduled in off-hours. Scheduling conflicts and limited attention spans also tend to shrink the audience or the mental availability needed to absorb the impact of multiple sessions. And tensions tend to emerge when those attending interviews forget that segments are derived from a collection of variables, and that each individual who is part of a segment may not express each variable to the same degree. This often leads to doubts or concerns like:

"I'm not sure that respondent was aligned to the segment."

"Are we sure this typing tool works?"

Creating a picture of the segment as human helps teams internalize & begin to apply understanding.

Strategic and creative deliverables like video-shorts and personas have gained popularity in response to the need to democratize segment understanding. Personas are a derived, personified definition of a potential user from structured data enhanced with qualitative learning. Personas have been shown to be extremely helpful to bring texture to the data set and the “why” of segment differences, furthering human empathy beyond the data. Essentially, personas become a quick-reference guide to create a more reliable and realistic representation of segments. And to avoid pitfalls like stereotypes and over-blown assumptions, they’re tied back to important data elements (both quant and qual). Done well, we can leverage personas to orient teams to various strategies – and we do!



Adding a brand lens to get to get to muse gives you even greater focus & more targeted “creative juice”

Progressive companies have a prevailing desire to understand not just the composite, representative profile, but the more distinctive “center point” individual within a segment. They yearn for specificity of insight when it comes how to activate with a particular brand. They’re looking for a “design target” or a Muse at the intersection of consumer AND brand.

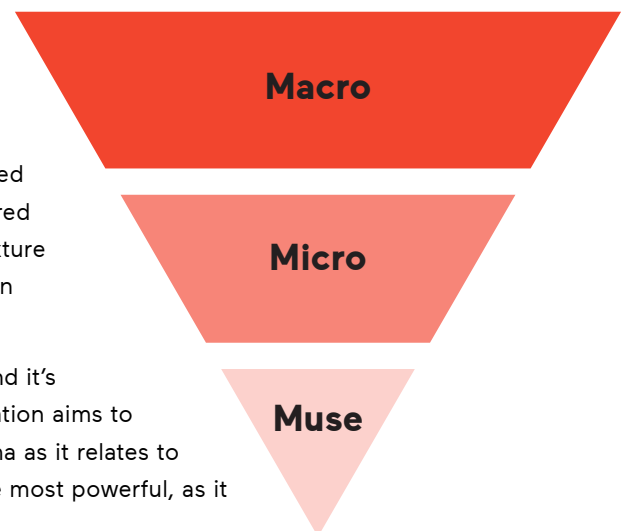
The Muse discipline is born of the need for a deeper and more focused understanding of a brand’s audience than a segmentation data set or persona can typically provide. The Muse serves as an inspirational guide for creative ideation and brand messaging. It is dopamine for creative processes useful for client and agency teams in activation.

To cultivate a Muse, we integrate deep dive understanding from segmentation surveys (macro) and qualitative illumination from our online communities or interviews (micro) to gain insights into needs, pain points, desires, and challenges. We get to know their stories. And then we shape the Muse as an expression of an audience for a particular brand, accountable to solidifying a clear connection between consumer and brand.

Put another way, a persona is helpful in creating a picture of the segment as “human” and **a Muse takes things a step further to provide absolute clarity around which specific variables provide the most important and resonant on-ramps for a brand to leverage**, creating that feeling of a one-to-one connection. Choiceful decisions are made by those who live and breathe the brand about which segmentation variables or composite elements from a persona are best suited to hook and capture the attention and adoration of a specific consumer.

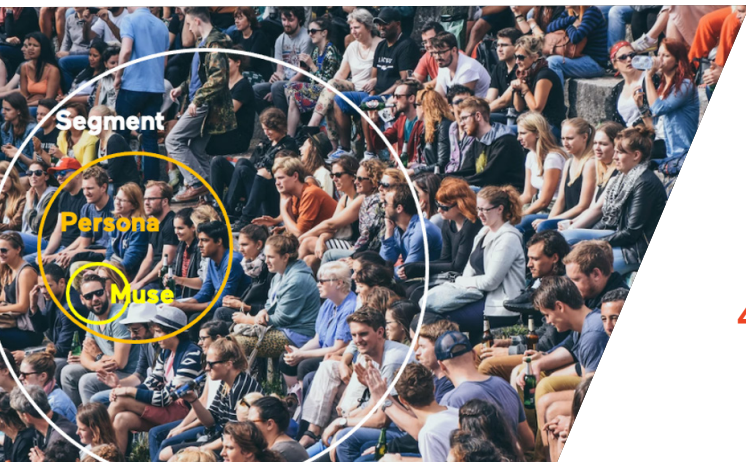
THE DIFFERENCE BETWEEN SEGMENT, PERSONA & MUSE

- / **The most macro is Segmentation** which **reports/synthesizes** data. Segments are quantitatively data-driven, typically using Cluster analysis. Critical in determining where and why to play.
- / **The next tier of insight is a Segment illumination** (sometimes called “Persona”) which **derives** a “super” audience profile from structured data enhanced with qualitative learning. This work helps bring texture to the data set and the “why” of the distinctions, furthering human empathy beyond the data.
- / **Then Muse creates focus within a segment with brand in mind**, and it’s **interpretative** of data both quantitative and qualitative. Muse creation aims to be choiceful about which of the insights we leverage from persona as it relates to the connection to your brand. A muse footed to a segment is the most powerful, as it enables resonance aligned with your business goals.



Egg's Muse Workshop.

Whether we're delivering a segmentation and setting you up for a successful implementation or helping you get more leverage from segmentation work you've previously commissioned, we work as a team to grab onto key differences in segments to make them more real and more human. Ultimately, this involves filtering and prioritizing to get even more specific than a persona – which leads to better targeting, planning and communications development for your team. In fact, a proper Muse that can drive better communication and more precise solution-building is based on fewer attributes than a typical persona... but attributes that are strategically determined to be most important as a segment center point. Yeah, we said that.



Stages of a Muse Workshop

1. Who am I.
2. How I show up to the world.
3. How you should design for me.
4. How to relate to me as a brand.

Through the lens of our Muse Workshop, your team will get to make choiceful decisions around the real drivers that, when highlighted, can make this consumer feel like they're "the one person you care about." That your brand was made with them in mind, and you have their most important needs top of mind. It's this type of mindful application that drives successful activation.

If you would like to learn more about Egg Strategy, and how we can support your business goals, please get in touch. We'd love to hear from you: Matthew@eggstrategy.com

Want to hear more of our musings? Get on our mailing list: info@eggstrategy.com



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