



SEEKING YOUR TRUTH

Researching your target customer,
finding better ways to speak to
them, and finding the best ways to
reach them.

GROUNDING WITH DATA

THE APPROACHABLE DATA FOLKS



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WHO ARE YOU TRYING TO REACH?

A basic question that data can help you develop. It requires science, art, and good storytelling to define your consumers. These clients chose to align with their consumers by using data to learn who they were and what they wanted:

INTELLibed had invested in a new website and creative, but they did not have a data-backed understanding of who their consumers were and where they lived in order to have the right message reach the right people at the right time.

Better Health Initiatives/Vibrant You was launching a new product in a marketplace steeped in competition, so they wanted to understand who their consumers were, how many there were, how they should communicate with them, and what the competition was doing.

CTS Agency wanted to create a powerful, engaging marketing campaign for the Central Florida Substance Abuse Coalition (CFSAC). The target audience was Generation Z, and there hasn't been much information about how Gen Z receives messages and what makes them want to engage with a product. CTS also wanted to make sure that the message resonated with Generation Z and that they would whole-heartedly amplify the messaging.

"Grounded With Data gave us the strong foundation that we needed to launch a new project based on research. They brought detailed information to the table in their own ideas as well. It was a great experience."

Dr. Lisa Beaury, DOM
Partner
Better Health Initiatives
Vibrant You

"Your amazing reports are making our team feel creatively 'supercharged.'"

Carolyn Capern
Partner
CTS Agency
Marketing AOR for CFSAC

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The Grounding Points

Hearing the Truth



Seeking Your Truth



Creating Change & Impact



Going With the Flow



SEEKING YOUR TRUTH

- Researching Your Target Customer
- Finding Better Ways to Speak to Them
- Finding the Best Ways to Reach Them

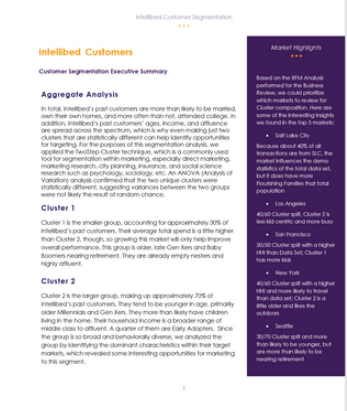
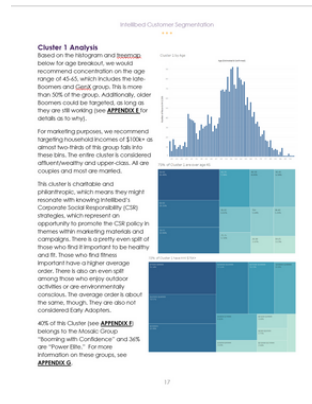
PERSONAS & GEOGRAPHIC ANALYSIS

Using cleaned data, identified:

- The unique differences of each target group
- Behavioral and Psychographic distinctions
- Demographic overviews

Began to segment marketing communications by clusters to offer them messages they want to hear

Customer Profile Guidebook with cluster personas and geographic market priorities



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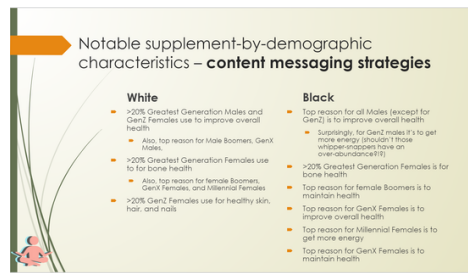
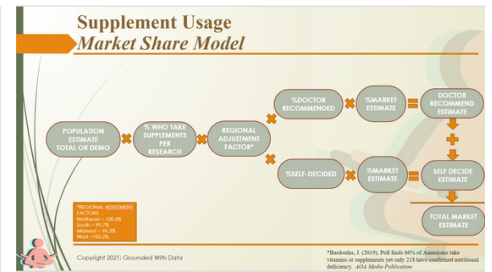
THE APPROACHABLE DATA FOLKS

IDENTIFYING THE MARKET AND THE SIZE OF THE MARKET

Performed in-depth third-party market research into high-end supplement users and competitors:

Found data by generation and ethnicity to segment custom content across alike segments

Found best ways to reach the audience using media consumption analysis and other third-party research



Market Competition: Similar Websites

	HIGHLIGHTS	RATED BEST FOR	EVALUATION	INGESTED	VEGAN	PRODUCTS AVAILABLE	COST
PERSONA	This subscription pack is custom-tailored to each customer's unique health needs through the use of a highly-advanced online questionnaire.	Overall	Online Assessment	Capsules & Softgels	Vegan Options Available	80+ Products Available	Individual Ingredients \$8.12-\$17.57 Daily
GEN Z	Vitamins and supplements sold by GEN Z are not the same as the monthly subscription pack which contains 1-14 different types of vitamins, minerals, herbs, probiotics, and specialty	Transparency	Online Assessment	Capsules, Softgels, Protein & Gels	Vegan Options Available	50+ Products Available	\$5-\$12 Ingredients
RESEARCH	Researcher's custom vitamin packs like anti-aging and DNA, blood levels, and lifestyle habits to make sure you're using the vitamins you need.	Vegan Options	DNA, Blood Tests	Microbials	100% Vegetarian		\$60/Month

DEFINING THE NEEDS OF THE AUDIENCE AND HOW THEY RECEIVE INFORMATION

Performed in-depth third-party market research into Generation Z:

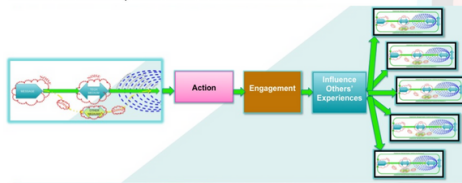
Created a Communications Messaging & Transformation Model used to verify that messaging strategies were in line with Generation Z's needs

Offered media plan optimization recommendations based on the Communication, Decision & Action Model

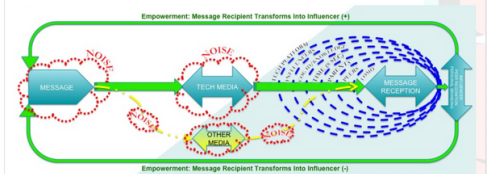
Gen Z Key Takeaways

1. Prioritizes Sense of Personal Identity
2. Inclusive Attitude Toward Relationship to Others and Understanding of Different Truths
3. Feels & Regularly Mobilizes Around a Sense of Responsibility Toward the World
4. Acutely Aware of & an Active Participant in the Modern Marketing Ecosystem
5. Evolving and Changing in Real Time

Gen Z: Best Ways to Reach Them Communication, Decision & Action Model



Gen Z: Best Ways to Reach Them Communications & Messaging Transformation Model



Gen Z: Evolving and Changing in Real Time

While fads and pop trends have always changed relatively rapidly, the speed of changing preferences, however, is determined by the speed of information through each generation's preferred communications media. Gen Z has immediate and virtually unlimited access to current and past events, as well as staggering amounts of worldwide knowledge that by comparison may have seemed semi-esoteric to other generations during their formative years. The vast amount of worldwide knowledge is also shared in real time by peers through social media as new insights are discovered, resulting in tastes, interests, preferences, etc. of Gen Z evolving at a commensurate pace.

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**THE TEAM THAT WILL WORK TO SEEK YOUR TRUTH,
CHANGE YOUR WORLD,
AND MOVE YOU FORWARD WITH CONFIDENCE**

"Approachable Data Folks #NailedIt"

– Melodie Griffin, Program Officer, Winter Park Health Foundation



Patti serves as the Mouth of the operation by translating the data geek speak and giving your clients valuable stories behind their data.

Dr. Jack is the Brains, helping your clients realize their needs and sorts through the data chaos to find wisdom.



To see more of our team, check out our other players on our [website](#).

Best Practice Analysis

We helped them answer what seniors want in a modern community center, and what they wanted to be called if not seniors. After our presentation,

"We've never thought about it that way before."

– Janet Ziomeck, Manager of Creative Aging Project

FOUNDATION
For A Healthier West Orange