



Adopt for Social

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PERSONALITY TARGETING

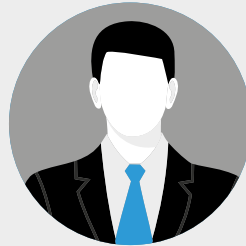
Engage the person behind the consumer

Adopt for Social

YOUR AUDIENCE'S
«REAL-ME»

Based on MBTI*, *adopt for Social* organizes Facebook audiences in homogeneous segments around **personality**. The segments are represented by **Personas**. Each **Persona** profile features timeless **life values** and **personality** traits of a **major impact** on your audience's message receptiveness.

PEOPLE MAY LOOK LIKE TWEENS
AT FIRST SIGHT...



SAME
DEMOGRAPHICS
age, revenue,
family situation



SAME INTERESTS
jazz, boxing, cooking

...AND YET HAVE COMPLETELY DIFFERENT
VALUES & MOTIVATIONS



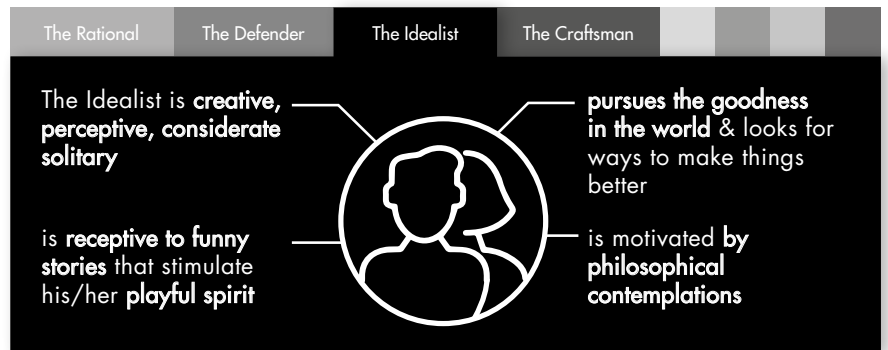
WINNER
SUCCESS
«IMPOSSIBLE IS NOTHING»
USAIN BOLT
REDBULL, PUMA, GOPRO



ZEN
BALANCE
«BECOME WHO YOU ARE»
BUDDHA
WWF, BODYSHOP, TOMS

PERSONA LIBRARY & CREATIVE GUIDELINES

A **Persona library** is integrated into *Adopt's* workflow. From there, you can activate the **Personas** that matter most for **your** brand. Each **Persona** comes with detailed description that helps **personalize your creatives** in terms of format, style, and values to promote.



BENEFITS

TARGET AUDIENCES WHOSE VALUES
MATCH WITH THOSE OF
YOUR BRAND

CRAFT PERSONALIZED CAMPAIGNS

GAIN MARKETING LEARNINGS
BY **PERSONA**

*The Myers Briggs Type Indicator (MBTI) indicates psychological preferences in how people perceive the world and make decisions