

PLUS COMPANY + AITQ

Smart Persona[©]

This is
the future
of marketing



PLUS COMPANY + AITQ

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A close-up, profile view of a woman with long, dark hair, looking out of a window. The lighting is dim and moody, with a teal/cyan tint. The window frame is visible on the right side of the image.

The tools are starting to fail us

A new way forward: Smart Persona

A woman with long, dark, wavy hair is looking slightly to the right. Her face is split vertically by a thin, dark vertical line, likely a glass pane. The background is a blurred city street at night, with warm lights and other people visible in the distance. The overall color palette is dominated by warm, golden-brown tones.

Synthetic population: A revolutionary approach to understanding your audience

That's the power of **Smart Persona**®

Smart Personas are the engine powering this entire ecosystem

Smart Persona[®]



That's the power of Smart Persona[©]

PLUS COMPANY + AITQ

Bonjour Québec

The dynamic segments

bonjour
québec



Bonjour Family

Very good, thank you.

That's great to hear! Is there anything you'd like to talk about today? I'm always happy to chat.

Describe your ideal winter trip duration and timing.

Well, I think a winter trip should be long enough to really enjoy the snow and the cozy atmosphere, but not so long that you get tired of the cold. I would say my ideal duration is somewhere between 7 to 10 days. That feels like enough time to settle in, explore, and really soak up the winter wonderland vibes.

As for timing, February or March would be perfect. By February, the holiday rush is over and things are a bit quieter, which I like. Plus, the days are getting a little longer then, so you have more daylight to explore. March can be nice too, especially if you get lucky with some milder weather.

I haven't quite decided on where I'd like to go for my next winter trip, but I'm definitely looking for a cozy getaway, maybe somewhere with charming little towns and beautiful snowy landscapes. I haven't traveled outside of Ontario in the past year, so I'm hoping to explore a new province soon. I'm not much of a camper, so I'll definitely be looking for a cozy hotel or bed and breakfast to stay in.

What is your approximate budget for a winter trip, and what factors influence that budget?

Bonjour Socialite Adult

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Bonjour Cozy Couple

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Optimizing customer insights



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Bonjour

Cozy Couple

Bonjour Michelle

—— From Toronto

“Would you be interested in visiting Quebec during the winter?”

—— MICHELLE

“To be honest, winter in Quebec wouldn’t be my first choice. **I’m not a big fan of the cold,** and I prefer warmer destinations.”



“Would you be interested in visiting Quebec during the winter?”

—— MICHELLE

“However, I can see how Quebec City could be magical during the winter! Maybe if I could find a **cozy cabin with a fireplace, I’d be tempted!** ”



“Cozy cabin with a fireplace = it’s like a nice, quiet moment, like being at the spa. 😊”

—— MICHELLE

“That’s a great way to put it! You’ve described it perfectly. A cozy cabin with a fireplace does sound incredibly relaxing, like a little escape from the everyday hustle and bustle. **It’s making me rethink my stance on winter in Quebec**, just a little!”



New insights, new positioning

Proposition/exploration

A. /

Winter in
Quebec
isn't on
pause.
Everywhere,
it's alive.

B. /

Outdoors,
indoors.
We create,
we invent,
we find
excuses.

C. /

We go out:
into the
fresh air,
to festive
or cozy
places.

D. /

During
the cold,
we welcome
the warmth.
We capture
the light or
we create it.

E. /

In winter,
we connect
more deeply.
We regenerate.

MICHELLE

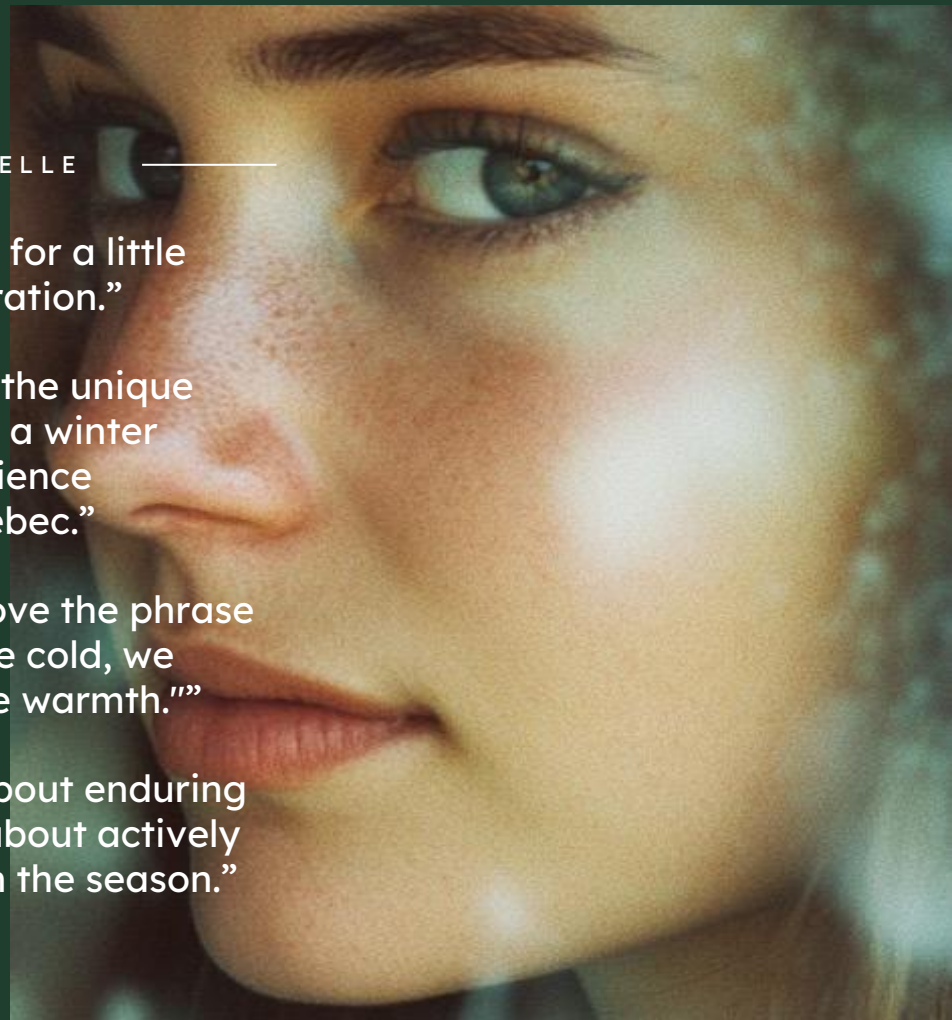
“What do you think of these different statements?”

“I could go for a little regeneration.”

“Highlights the unique appeal of a winter experience in Quebec.”

“I especially love the phrase
“During the cold, we welcome the warmth.””

“It’s not just about enduring the cold, but about actively engaging with the season.”



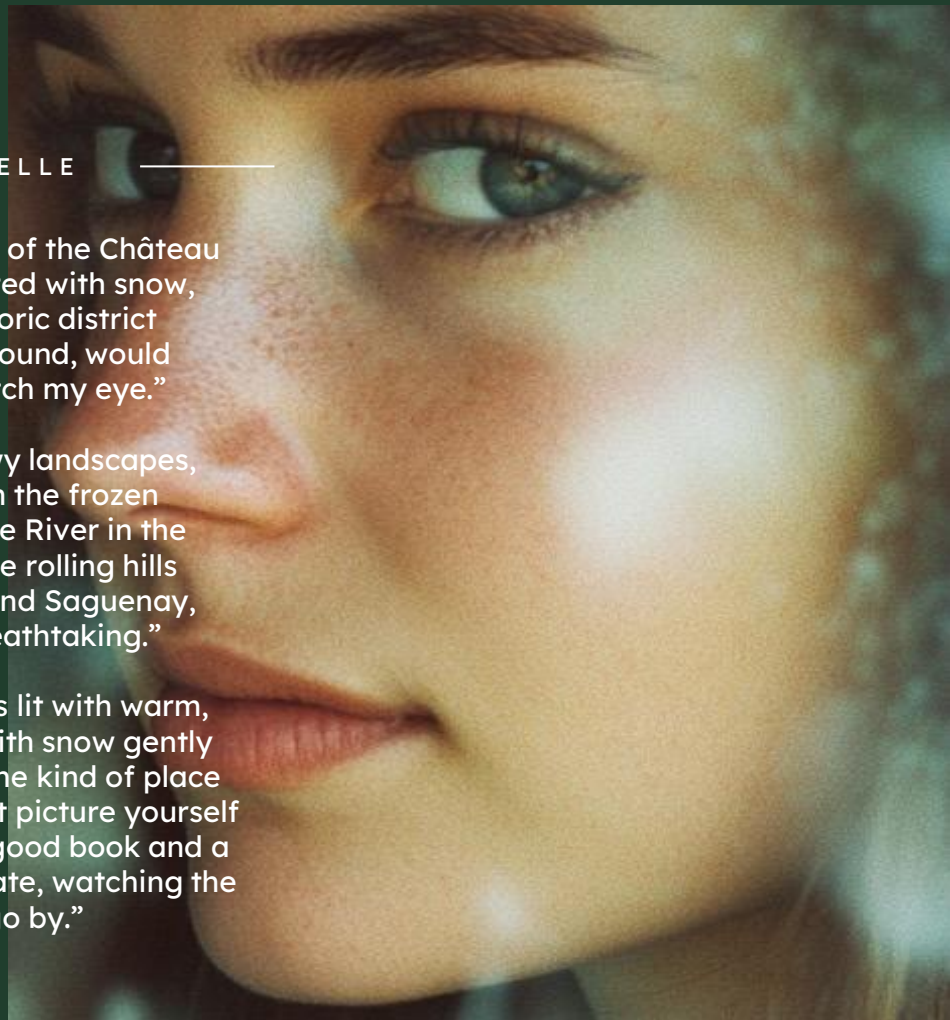
MICHELLE

“What kind of
imagery would capture
your attention?”

“A beautiful shot of the Château Frontenac dusted with snow, with the historic district in the background, would definitely catch my eye.”

“Stunning snowy landscapes, perhaps with the frozen Saint Lawrence River in the distance or the rolling hills of Charlevoix and Saguenay, would be breathtaking.”

“Charming cafés lit with warm, inviting lights, with snow gently falling outside. The kind of place where you can just picture yourself curled up with a good book and a cup of hot chocolate, watching the world go by.”



————— MICHELLE —————

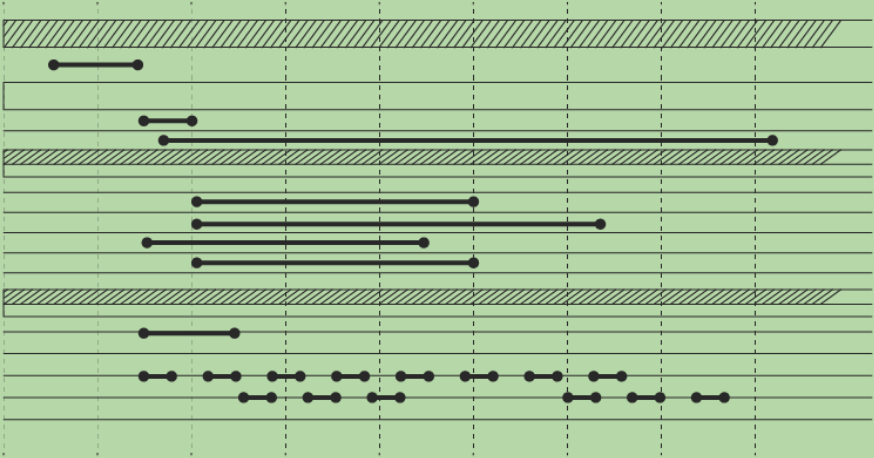
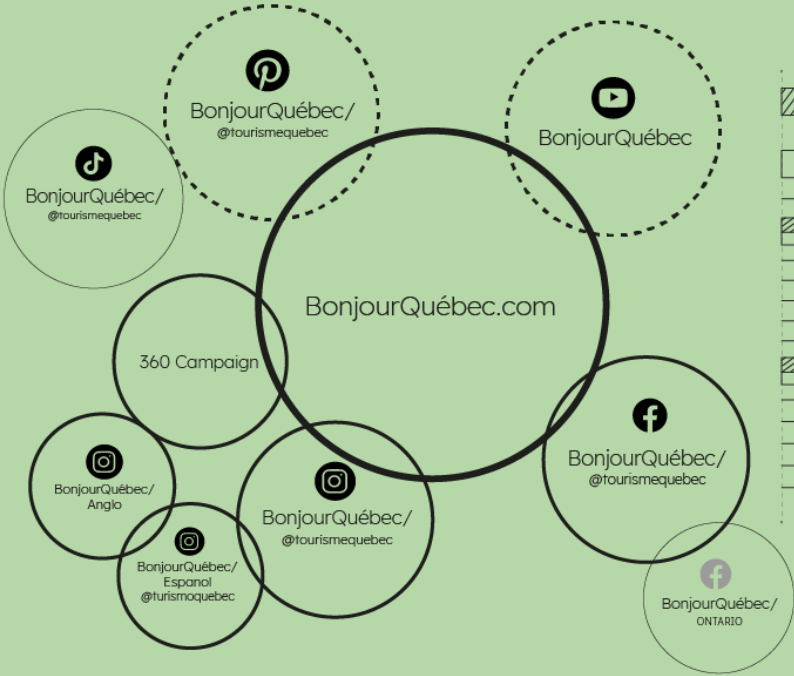
“Where do you find
your inspiration for
a destination?”

“I love scrolling through Instagram and seeing pictures of different destinations. It often sparks my curiosity and makes me want to learn more.”

“Those glossy travel magazines at the bookstore just suck me in! The photography is always so stunning, and I find myself drawn to articles about destinations I might not have considered before.”

“Travel documentaries, especially those focused on food and culture, really get me excited about exploring new places. It's like a mini escape to watch people experiencing a different way of life, and it definitely sparks my wanderlust!”





Strategic and creative testing

Synthetic vs Traditional



The results were similar

Strategic positioning
92% match rate

Creative testing

90% match rate

That's the power of **Smart Persona**®



Endless possibilities

Smart Persona[©]

QUESTIONS?

THANK YOU