



# iReach Briefing 14<sup>th</sup> March

## Generations X Y Z Profiles & Personas

### Lifestages, Interests, Hobbies & Lifestyles



**Free Webinar – Generations X, Y, Z building Per Profiles and Personas of behavioural attributes of adults in Ireland.**

**Join us for this free online briefing from 12.30pm to 1.10pm to learn from new and unique iReach research insights to enhance your marketing and promotional plans for 2019 and hear about iReach Insights Research Panels and Community Platform in Ireland.**

iReach offers an extensive range of qualitative, quantitative digital research methods across traditional and innovative approaches making market research more dynamic, more impactful and more cost effective. iReach is unique in having Consumer and Business Research Panels which are augmented by specialist panels such as our Pre-millennial or Tweens and Youth Panels. Other panels include Mums & Infants, Primary Shoppers and Family@Home communities.

**Personas of Gen X, Y, Z in Ireland – Visualise who they are and how do they differ when looking at Lifestages, Interests, Hobbies and Lifestyles**

#### ***How to build Pen Profiles and develop Personas for your Brand***

- i** Which behavioural and lifestyle attributes matter most to your Brand
  - o Segmentation of Consumers into Generations X, Y and Z and Clusters
  - o How do Generations X, Y and Z differ when looking at behaviours and activities?
  - o Comparison of Generation X, Y and Z across key attributes
  
- i** Targeted Brand, Sales and Marketing Engagement with each Generation and Persona
  - o How to use Personas for your Brand, Sales and Marketing Campaigns
  - o What are the benefits of Pen Profiles or Persona Visualisations?
  - o Which attributes will matter most to your Brand or Product Category?
  - o How to standardise on Persona's in your organisation and support systems

**For more details on this briefing or to register, please email Ryan O'Sullivan at [ryan@ireachhq.com](mailto:ryan@ireachhq.com) or telephone 01-214 3740.**

## **iReach Insights**

**iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods – Qual, Quant and Digital - to deliver deeper insights from better research.**

**[www.ireachhq.com](http://www.ireachhq.com)**

**Temple Hall, Temple Road, Blackrock, Co. Dublin. IRELAND  
Telephone +353-1-214 3740**