



A Snapshot of  
**Australian Mindsets**  
Data Driven Intelligence

 The **Australian Pulse**®  
[theaustralianpulse.com.au](http://theaustralianpulse.com.au)





# The Australian Pulse

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# The Australian Pulse

## **Australian Mindsets**

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Many companies and marketing agencies rely on research and consumer data to make informed decisions. When the research they are relying on is outdated, it no longer provides value or the competitive edge.

When we look at most market research segmentation conducted today, we see that much focus of consumer psychographics and behaviours is content-specific. That is, it is about **what** people think, not **how** they think.

NLP Meta Programs are identified as a unique and powerful way to frame consumer attitudes and behaviour, that can be applied to a wide array of contexts.

**The Australian Pulse is the only Australian consumer research data that utilises the science of Neuro-Linguistic Programming (NLP) to profile your customers, and categorises them with new levels of DNA profiling.**

## What makes us different?

We provide the only consumer profiling in Australia that uses Neuro-Linguistic programming (NLP) insights to understand how consumers think, not just what they think.

The Australian Pulse® provides you with the data-driven intelligence you need to target and engage your customers.

Our survey-led research gives you the ability to profile Australian consumers in a way not available anywhere else, and provides you with the ability to see your customers in a whole new light that gives you the edge on your competition.

Applying the latest DNA profiling gives our clients a level of detail not available from any other category segmentations available in Australia.







## How to use this ToolKit

### Shape and refine your message

- Take your message testing to a whole new level with a layer of NLP testing that tells you how consumers will respond to your campaign and why.
- Use language that will build rapport with customers.

### Drive behaviour change

- Identify the language needed to reduce resistance to change.
- Increase your impact with people who decide for themselves and those influenced by external factors.

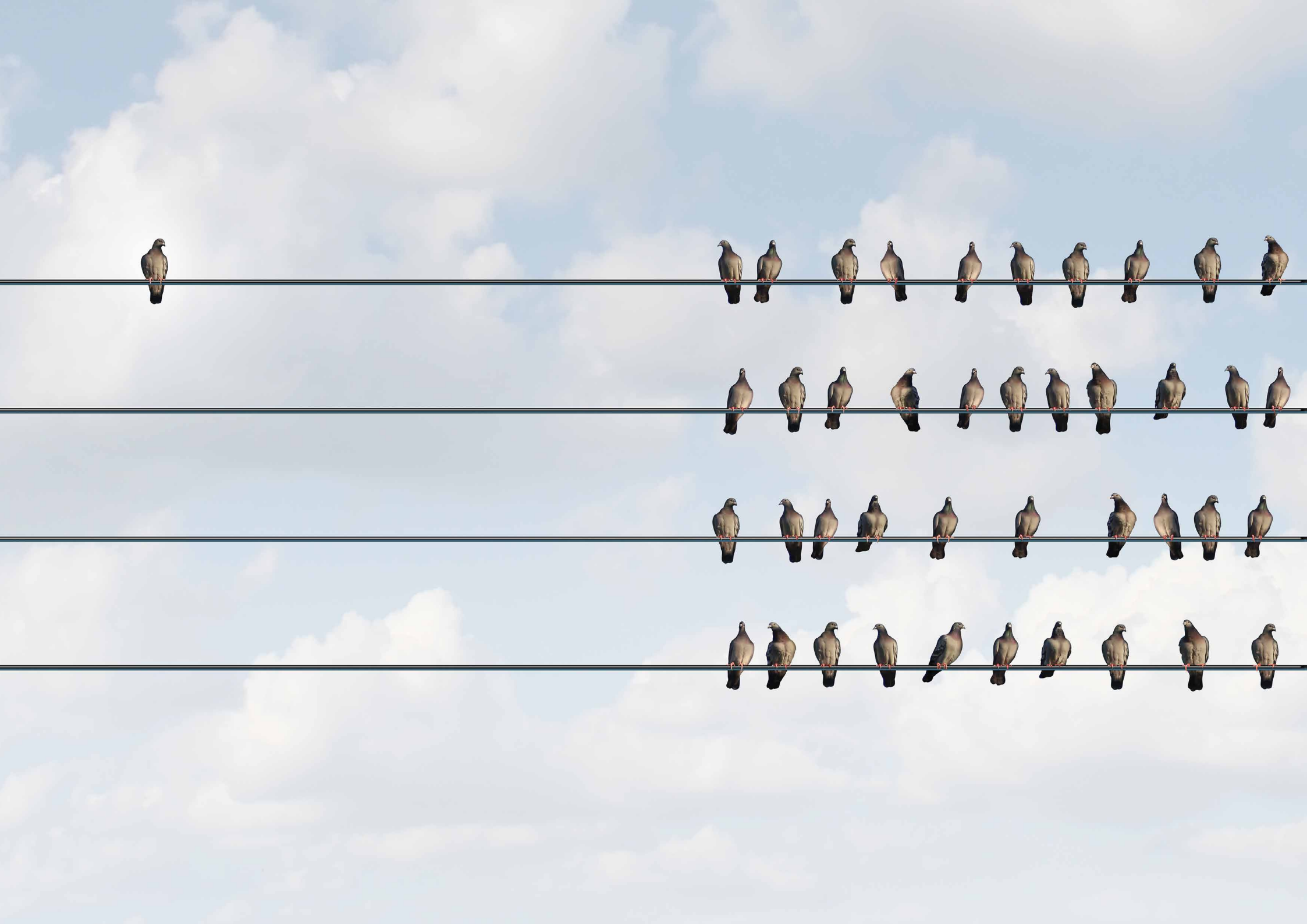
### Get new insight on your tricky problems

- Embody hidden market dynamics in your customer database.
- Explain contradictory responses to new products and communication concepts.
- Solve conflicts between those who prefer to create alternatives vs. those who follow a step-by-step procedure.
- Attract new customers and increase sales by segmenting your marketing instead of a single approach.

### Voice of customer

- How can you understand the voice of your customer without understanding their language? Use our pioneering NLP metrics to improve customer experiences by better managing customer expectations.





## The Australian Pulse

# **Stand out in the crowd**

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Marketers today are aware they need to grow their business through advertising. Savvy marketers use research and profiling to learn who their target audience is and where to find more of them.

Up until now, Australian businesses have had access to only one source of 'persona' profiling, telling them what their most probable future customer 'looks' like, where they are located and where to spend their media dollars to advertise to them.

When Australian businesses use the same single source and persona results to find the same new prospects for their own business, they enter a media bidding war to get 'share of wallet' from future customers.

If you are looking for a competitive edge for your business, and to be a market disrupter in your industry, you'll need to do something different to stand out in the crowd.

# NLP Meta Programs

## Background

In conjunction with things like our personal values, Meta Programs are the filters of our experience. It's important to remember that people use a blend of Meta Programs.



# Example

## Background

An example Meta Program: do you see differences or similarities in things?



Look at this image above. What do you see? How would you describe it? Some people might say “They’re all rectangles and one is on it’s side.” Others might say “There are two similar boxes and one different box.”

‘Matchers’ see similarities, whereas ‘Mismatchers’ focus on differences. The former is often optimistic, approving and tends to find similarities and common ground in groups. Mismatchers might ‘go against the grain’ in groups, but also be likely to identify new ideas or innovations.

**When it comes to Meta Programs it’s not this or that, it’s a spectrum of possibilities.**



# Neuro-Linguistic Programming (NLP) Background

The term Meta Program comes from Neuro-Linguistic Programming (NLP). Meta-Programs are like personality traits, but for the mind.



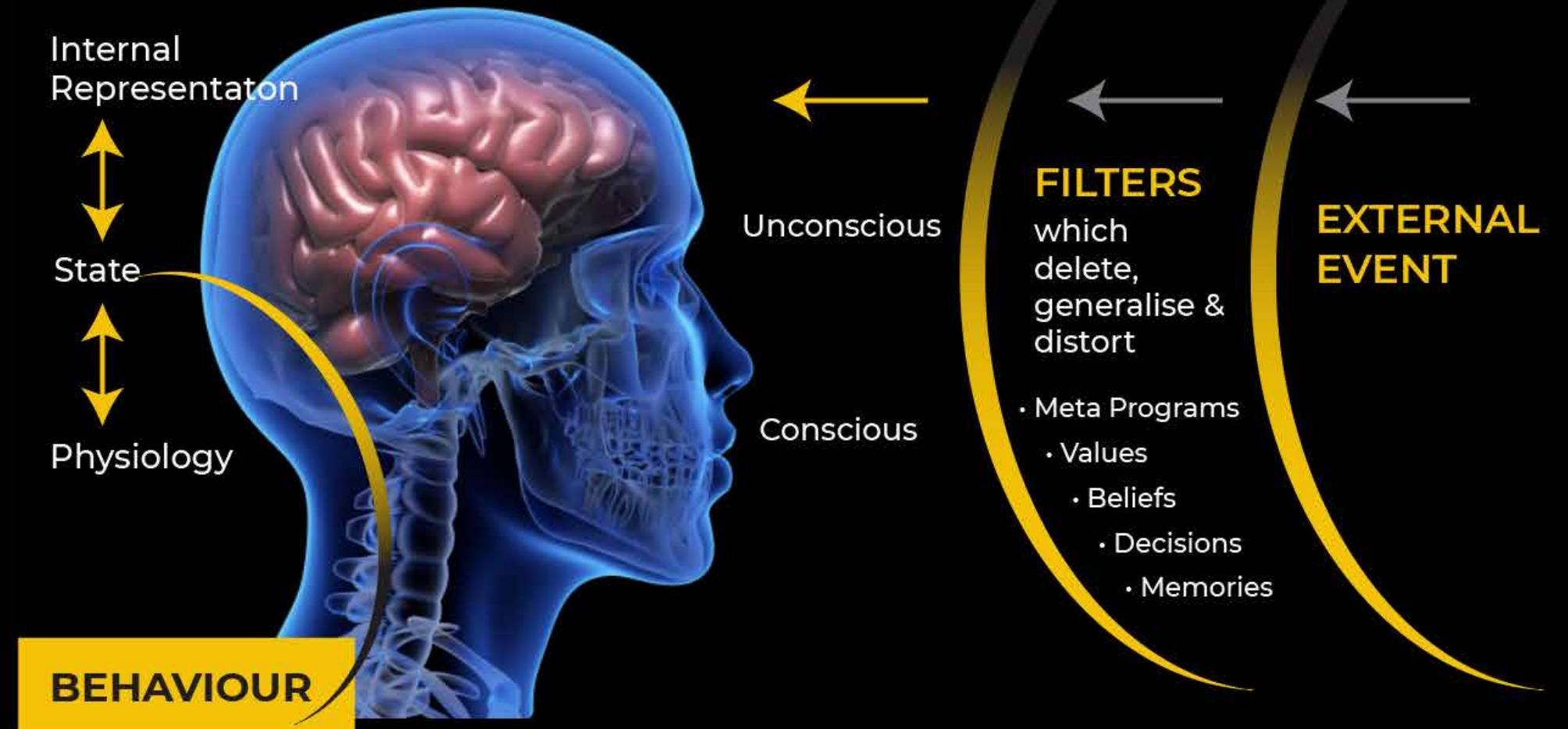
Meta Programs are mental processes that guide and direct people's experiences like perception and decision-making: they are often considered as the software of the brain.

As they run in the 'background' of our mental activity (that is, they are subconscious processes), they influence what we think and do. They therefore have a significant impact on how our reality is shaped, driving:

- what we pay attention to
- what we respond to
- what motivates us
- how we interact with the people around us
- the kind of language that will influence us

Meta Programs can be likened to different personality types (such as Myers-Briggs). Meta-programs give us a tendency to perceive, think and do things in a certain way.

## NLP Communication Model



# NLP Meta Programs Background

Meta Programs operate at a level where they allow for modelling of high level behavioural patterns and understanding consumer communication.

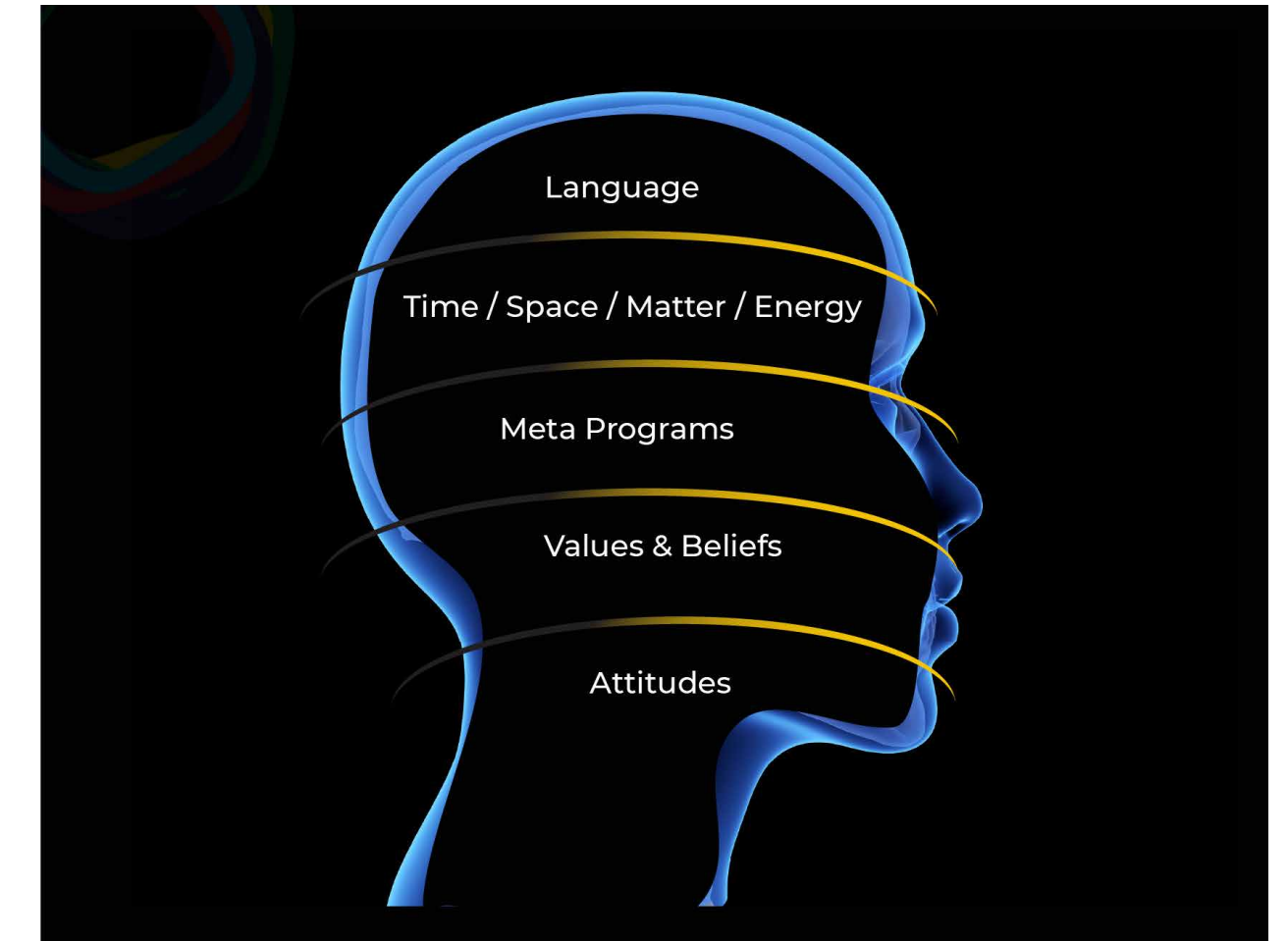
**Meta Programs** are also commonly understood to vary from context to context. Whilst this is true, it is also important to understand that a Meta Program is actually a **solidified meta state**. That is, if you repeat the same way of thinking and the same type of behaviour over and over again (in the same context) then eventually it will become habituated and a part of who you are. For example, if a child is constantly reminded by their parents of a past negative event the child may learn to think back to past negative events and replay them in their mind. This negative thinking may then colour how they behave in the present and how they think of the future.

Meta Programs can inform answers to the following questions:

- Why some people are always on-time, and others consistently late, without seeming to care?
- What makes one person procrastinate while another is itching to get stuff done?
- Why some people always seem to see the downsides whilst others can stay positively focused?
- Why do some people resist change whilst others don't seem able to stop driving it?
- How can the same details excite one person and bore another?

# Meta Programs Background

While in much consumer research we look extensively at attitudes, and to some extent also values and beliefs, as well as language, Meta Programs are a significantly under-examined area of the consumer psyche.



While you might include values in your segmentation, Meta Programs describe ways in which people handle their values, providing a critical link between understand values and attitudes and behaviour.

Values work in a similar fashion to meta programs in that they create a frame, a focus, a perceptual filter. Values determine every decision that you make but how you go about making the decision will be based upon your meta programs.



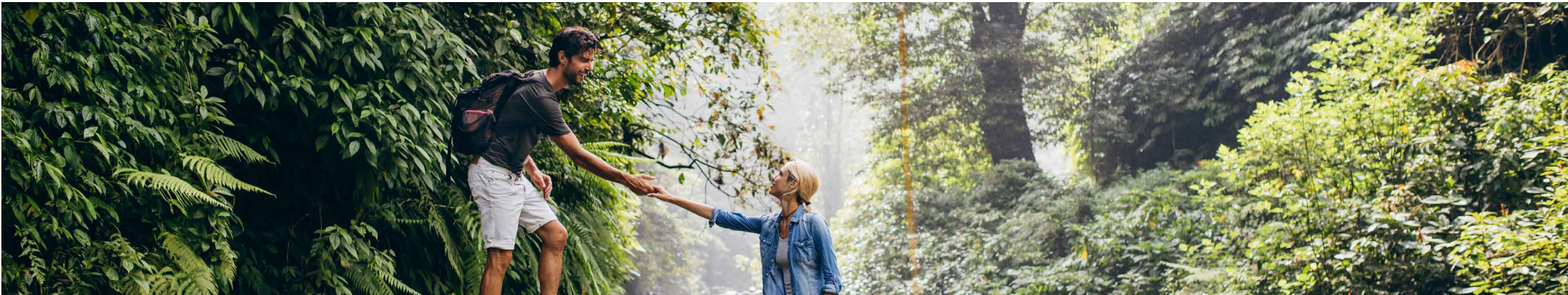
# NLP Meta Programs

## Background

Are consumer thought processes the missing piece of your segmentation and profiling puzzle?

When we look at most market research segmentation conducted today we see that much focus of consumer psychographics and behaviours is content-specific. That is, it is about **what people think**. Our NLP insights highlight the **‘how people think’** so you can reach them in a language they relate to.

Occasionally we examine the hardware of the brain (e.g. brain imaging / fMRI in neuromarketing). We do see applications of NLP (in the context of machine learning) in open-ended text analysis. However, less common is analysis of the software of the consumer brain, namely, Meta Programs.



# Traditional Market Segmentation



## GEOGRAPHICS

Country  
City  
Density  
Language  
Climate  
Area  
Population



## DEMOGRAPHICS

Age  
Gender  
Income  
Education  
Social Status  
Family  
Life Stage  
Occupation



## PSYCHOGRAPHICS

Lifestyle  
AIO: Activity,  
Interest, Opinion  
Concerns  
Personality  
Values  
Attitudes



## BEHAVIOURAL

Benefits Sought  
Purchase  
Usage  
Intent  
Occasion  
Buyer Stage  
User Status  
Life Cycle Stage  
Engagement



# NLP Meta Programs Background

This diagram incorporates NLP Meta Programs to add an additional layer of insight in understanding consumers decision making process.



# NLP Meta Programs



Framing		Time		Reference Source		Reason		Information		Internal State		Action	
Towards	Away	Through time	In time	Internal	External	Optional	Procedural	General	Specific	Thinking	Feeling	Doing	Considering

ADDITIONAL LAYERS OF INSIGHTS INTO PSYCHOGRAPHICS & BEHAVIOURAL SEGMENTATION WITH NLP META PROGRAMS





# Snapshot of Australian Mindsets

## **NLP Value to Businesses**

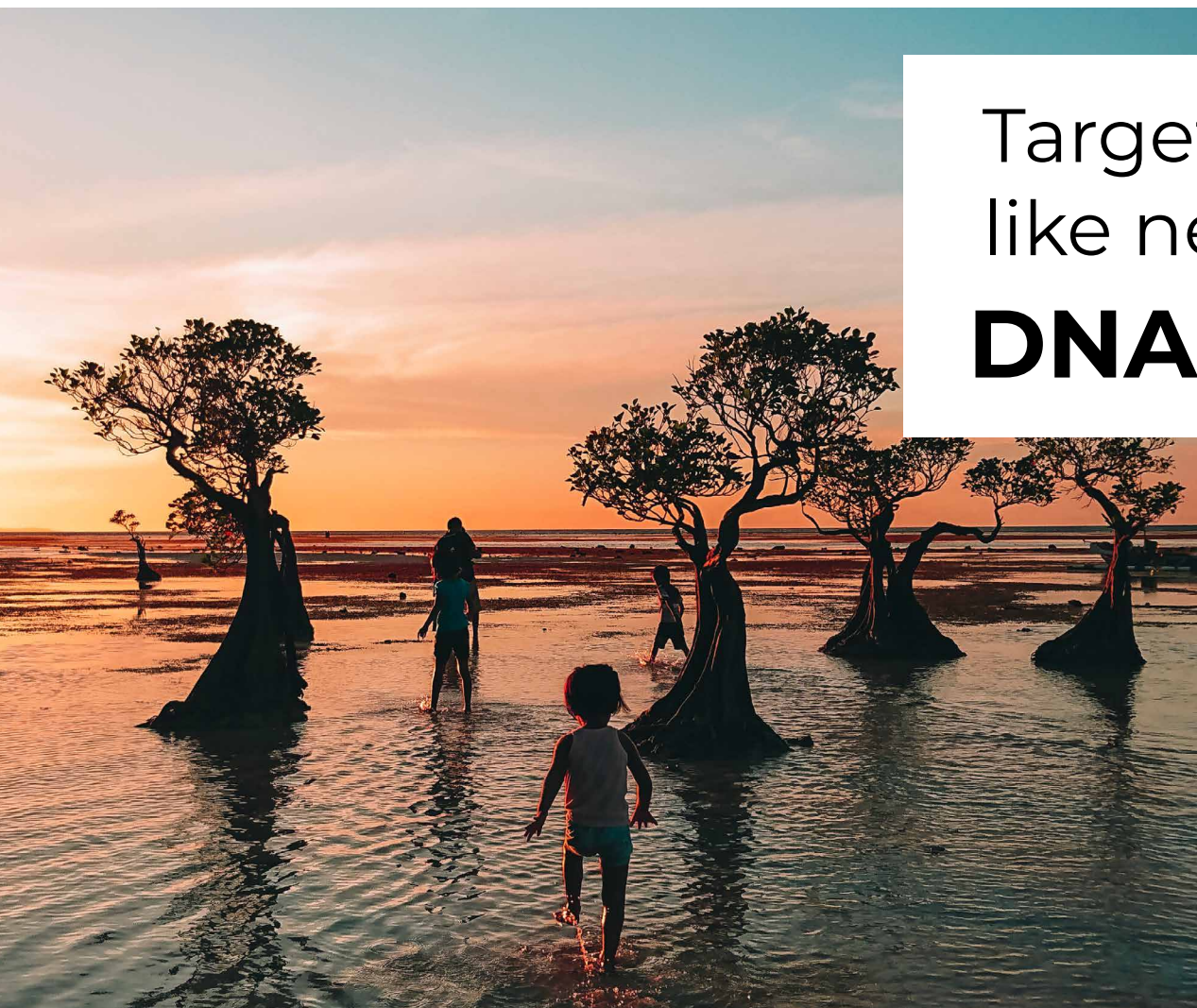
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NLP Meta Programs are essentially the keys to how people process information.

This is extremely insightful in relation to communications, advertising, and branding.







## Target your customers like never before **DNA Profiles**

## DNA Profile Origin **Background**

### A smarter way to understand Australians

To make it easier to identify and engage your target audience we have created a simple way to classify them called the '**DNA Profile**'.

These 'DNA Profiles' include the key information about customers that you need, including where they live, their demographics, psychographic insights such as their values and beliefs, and their needs and behaviours.

Using the NLP results in understanding '**how**' people think, their **values**, and where they are along their **life-cycle**, along with traditional profiling methods, we have developed Australia's most relevant profiling persona's that reflect Australian's today.

For the first time, marketers and businesses now have the the most powerful, scientific tools to better understand how to find, target and communicate with each DNA persona's, without relying on outdated methods, no longer providing value or the competitive edge.







# The Australian Pulse **DNA Persona's**

	Fledglings	On the Wing	Eagle Eyes	Nesters	Soarers	Weavers	Empty Nesters	Owls
Life journey segment	Still in the nest	Pre- and early-career	Gen X making their way	Younger working families	Wealthy working families	Trade skilled working families	'I'm still going' Boomers	Autumn years
Demographics	50:50 Gen Z/Y	25%:75% Gen Z/Y	55% Gen X/ 35% Gen Y	41% Gen Y / 44% Gen X	61% male	70% families; 32% 2 or more kids; 29% aged 10+	90% Baby Boomers	76% Boomers, 23% Silent Gen.
	61% Yr12 or less	84% Metro	63% female	55% families; 42% with kids in household. 26% 1 child and 28% kids <10	76% Gen X	52% regional	39% NSW	58% regional
	23% FT / 27% PT work	50% FT work	52% FT work	21% couples with no kids	79% Metro	51% FT work	50% regional	68% retired
	24% studying	22% studying	18% unemployed	70% FT work	82% FT Work	72% trade or diploma	51% FT ; 26% PT/casual	59% <\$50k HH income
	21% unemployed	68% SINKS/DINKS	75% SINKS/DINKS (41% adult couples)	72% Metro	85% \$150k+	No kids in household		
	52% live at home with parents			54% undergrad/46% postgrad	56% familes (21% 2+ kids, 16% 1 kid) 57% postgrad			
Values	Self-direction Benevolence	Benevolence Self-Direction	Benevolence	Benevolence Universalism	Achievement Tradition	Benevolence Self-Direction	Benevolence Universalism Security	Benevolence Universalism
Interests	Health, fitness & fashion	Sports & outdoor	Entertainment (movies/TV) Listening to music	Friends & Family Entertainment Current affairs & history	Food Wine Travel	Friends & Family	Friends & Family Food Wine Travel	Friends & Family Gourmet travel Current affairs & history Arts Gardening/ cooking
NLP	Low internal reference	Relatively lower towards direction source	Tendency towards small picture view	Options  Bigger picture	Higher Through-time  Internal reference & procedures tendency	Low big picture. Low Internal reference  Slight tendency towards feeling & being 'in time'	Strong 'Towards'	High internal reference  Lower through time
Shopper type	Prone to decision paralysis / early adopters	Early adopters / Rely on recommendation  Post reviews Impulse buyers  Decision paralysis	Enjoy act of shopping	Pre-purchase researchers  Quality seekers	Pre-purchase researchers	Bargain hunters	Less likely to enjoy shopping  Don't post reviews Not early adopters	Less likely to enjoy shopping  Don't post reviews Not early adopters  Don't rely on recommendation



# DNA Profile Layers Unravelled

## Background

### What is in our DNA?

The first DNA layer explores Australian consumers based on what universal human values matter most to them. What we value in life underpins our attitudes and helps explain the reasons we hold them, so this is a critical component in understanding more specific attitudes and behaviours.

As well as people's values we profile them on their lifestyle interests. Are they sporty outdoorsy types? Or do they prefer to visit art galleries and museums?

To this we add a **Neuro-Linguistic Programming (NLP)** lens of consumers. Effectively, the software that nature and experience has laid down in consumers' brains.

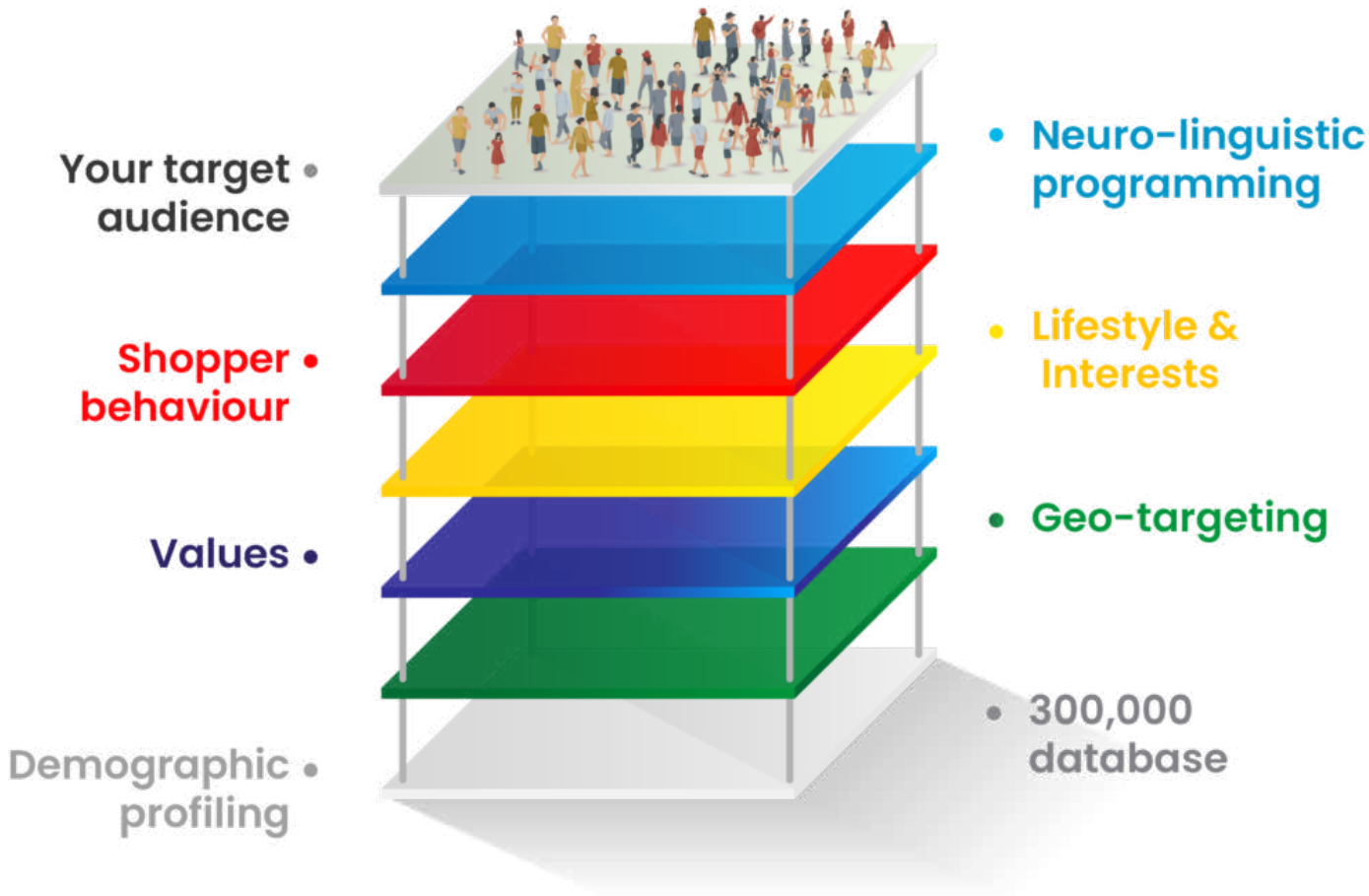
Have you ever observed that funny situation where in a discussion where people seemed to be differing on a point, it turned out they were actually in agreement? People can get to the same place via different roads, and this is based on how they interpret the world. By incorporating Neuro-Linguistic Meta-Programs into our profiling we provide a unique lens into consumer minds'.

**We also look at the dimension of shopper behaviour, which includes a mix of informative consumer types such as early adopters, bargain hunters, impulse buyers and so on.**

# DNA Profile Layers Unravelled

## Background

We also look at the dimension of shopper behaviour, which includes a mix of informative consumer types such as early adopters, bargain hunters, impulse buyers and so on.

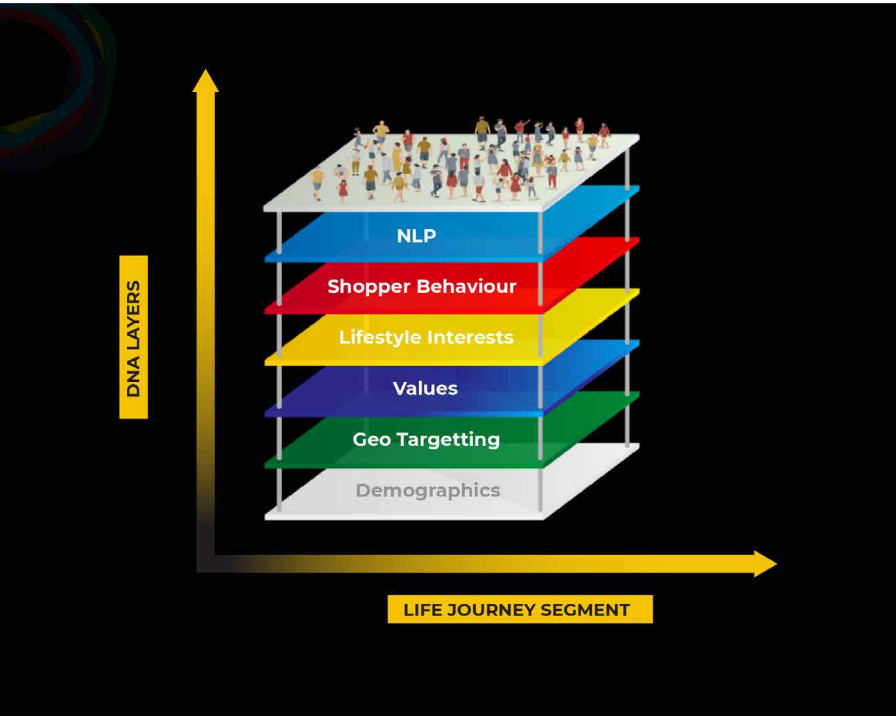




# DNA Profiles

## Background

To create our DNA profiles we place the DNA layers together on one axis and add another axis which is a life journey, or evolution dimension. This gives us a 2D matrix of consumer thinking and behaviour.



### The two DNA Profile Dimensions

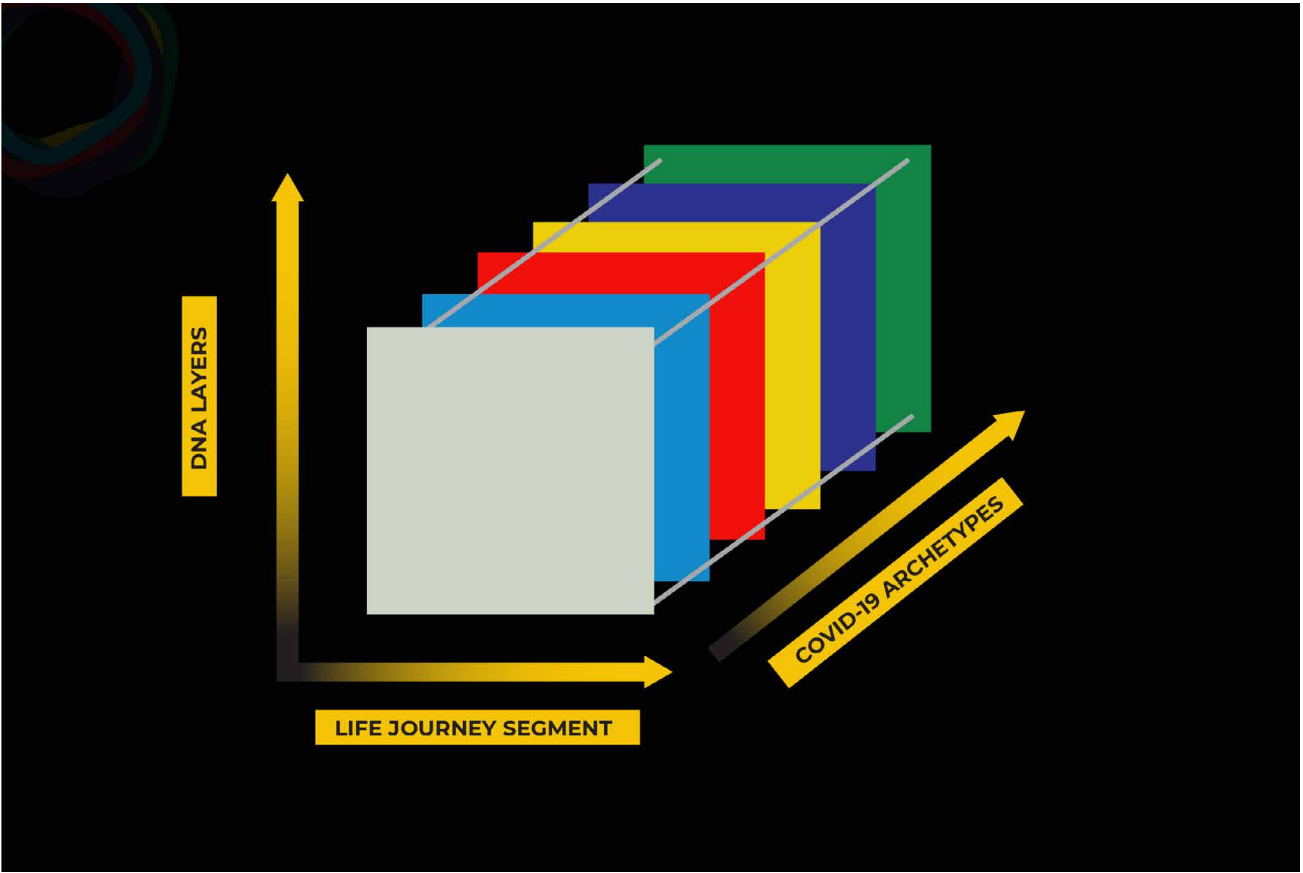
For each DNA layer we segment or group the whole sample population. This creates a multi-dimensional segmentation, with consumers falling into multiple segments & groups (e.g. a life segment, a values segment, a shopper behaviour group etc.). We combine each of the layers into one dimension, as shown below as the vertical axis.

To the DNA segments we add another dimension which is life journey segments, and this captures information about where consumers are at in life, based on their age & generation, life-stage, education, household income, and so on.

# DNA Profiles

## Background

The changing, post-pandemic world is changing the game for marketers and brands, and our research shows why: different Australians have been affected in different ways. Some are concerned and 'locked in' while others are optimistic and thus, more open to new opportunities. Understanding the who, what, and why of this will be fundamental to identify target audiences who will be open to being engaged with.



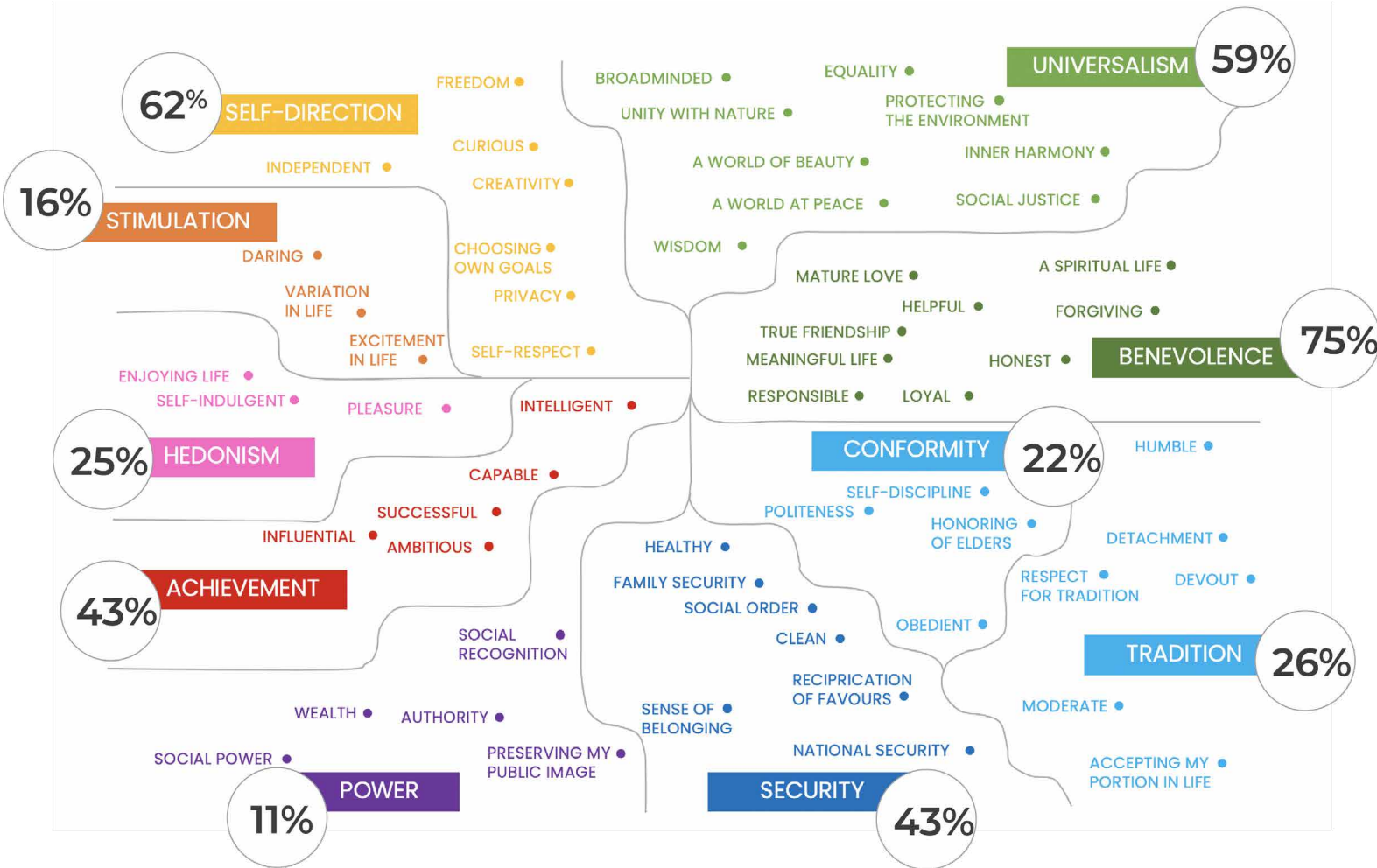
While the COVID-19 pandemic will one day be overcome, its impacts will be felt for a long-time, and for this reason we add another dimension to our DNA Profiling – COVID-19 Archetypes. This gives us a 3D cube, or “loaf” of consumer thinking and behaviour, which critically, is in the context of COVID-19.



# Australian Value Segments

## DNA Layers

Consumers can belong to more than one segment. Indeed, a secondary layer of segmentation shows that there are specific combinations that create value archetypes.



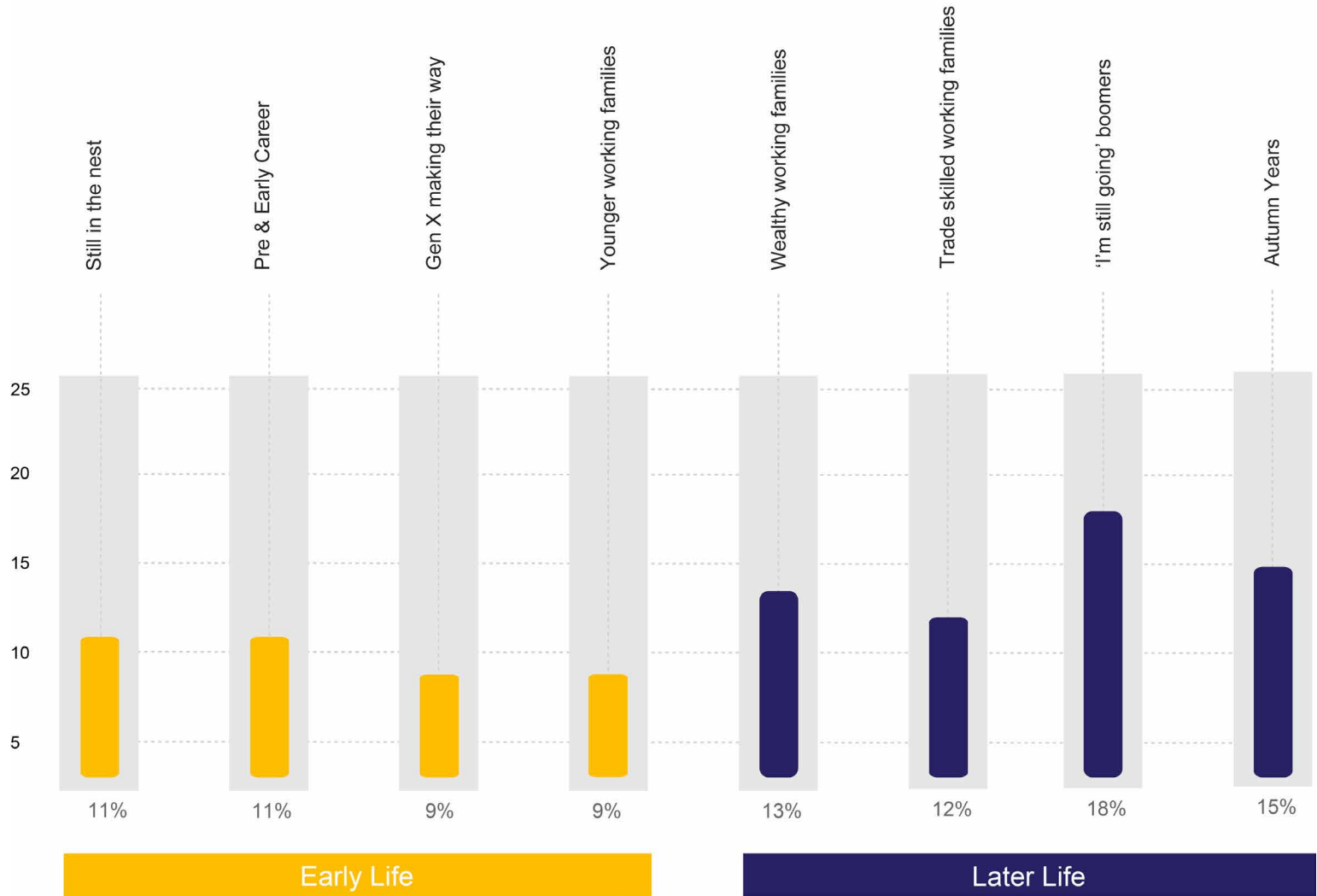




# Life Journey Segments

## DNA Dimensions

Australians can be classified into 8 life segments based on their generation, life-stage, employment, income and other key demographics.



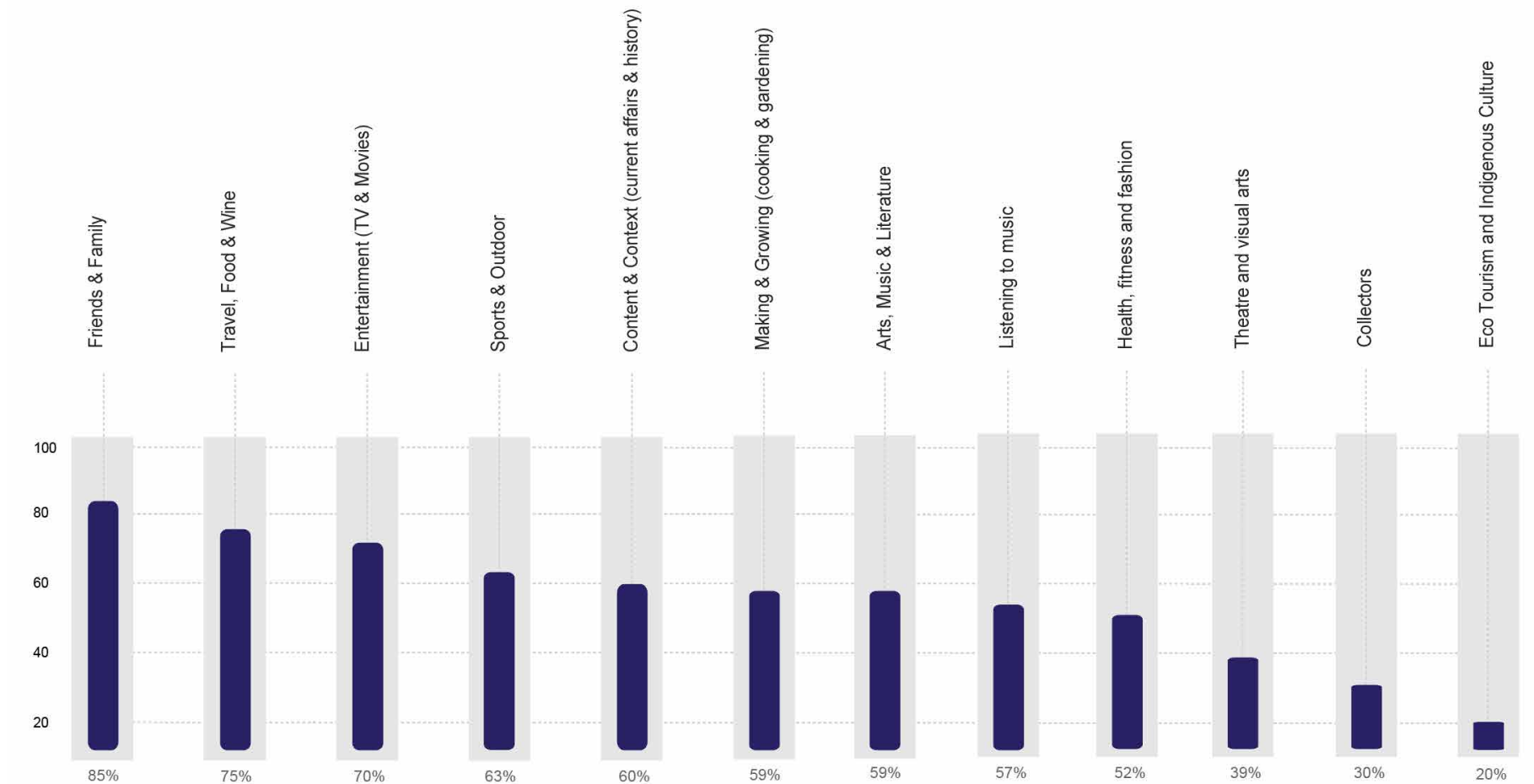




## Lifestyle & Interests

### DNA Layers

Australians' lifestyle interests can be grouped into a range of common themes that encapsulate the basic passion underlying a set of more specific interests.



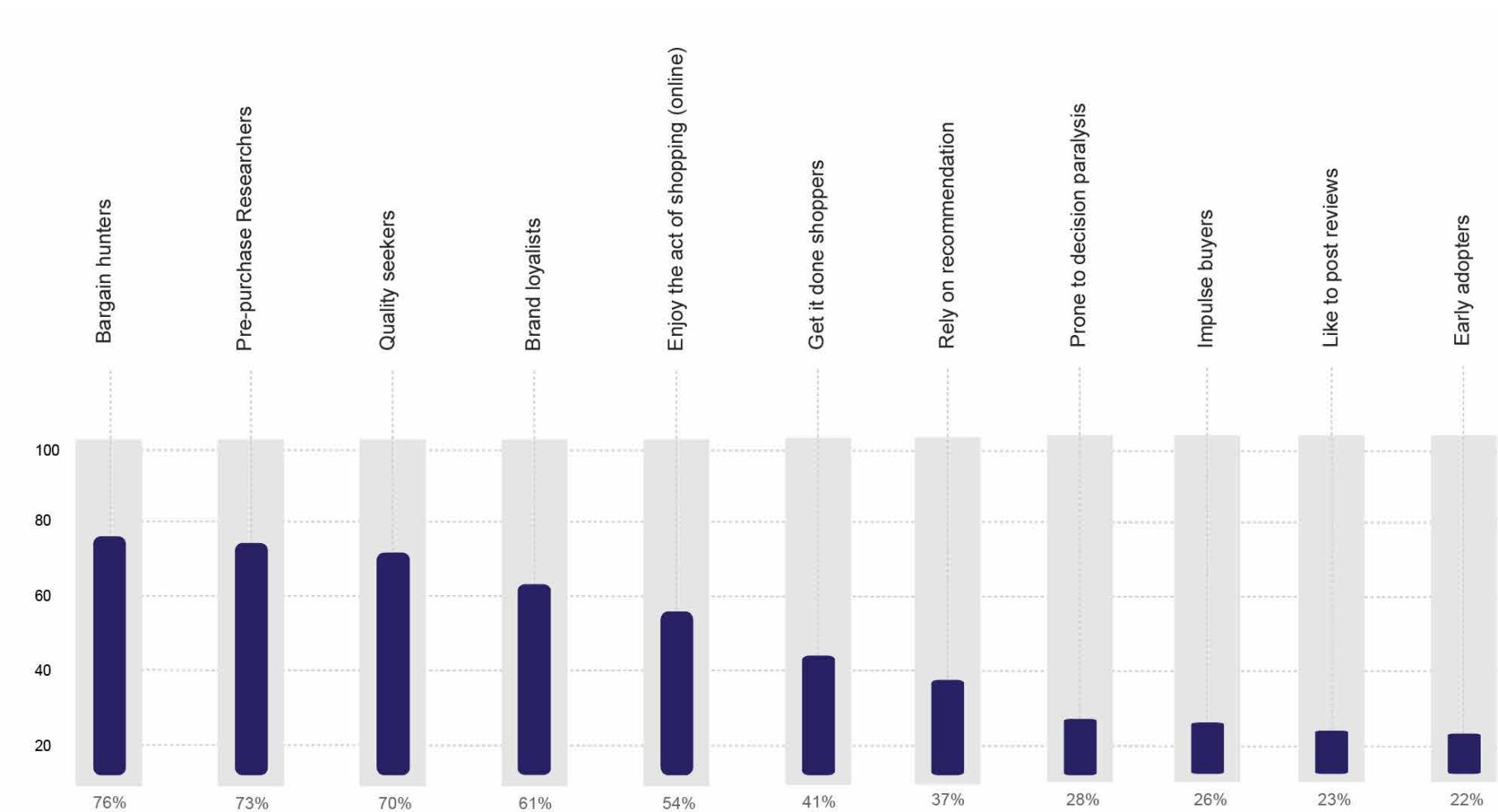




# Consumer Shopper Types

## DNA Layers

Australians have a range of attitudes when it comes to shopping, and the chart below shows key shopper types.







Target your customers  
like never before

## Database

## Next steps **Engage your database**

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A smarter way to understand your database

Databases hold the key to your future customers, who they are and where they will come from.

Database analysis of contacts, demographics, location, preferences, interests, and now with NLP Meta Profiling and DNA segmentation, all provide selectable attributes for marketers to increase success rates from their marketing communications.

Create actionable insights by learning how to unlock the power of your database and increase engagement and advocacy from your customers and start converting prospects by using language they respond to, with the Hyper Hyper data analytics profiling program.

**Outcome:** DNA profile of your database to understand your customers like never before.

**Acquire:** Find 'look-a-like' prospects using the Hyper Hyper database of more than 250,000 Australians in conjunction with other mainstream 3rd party media; Facebook, Google and media publications and synergistic partnerships.



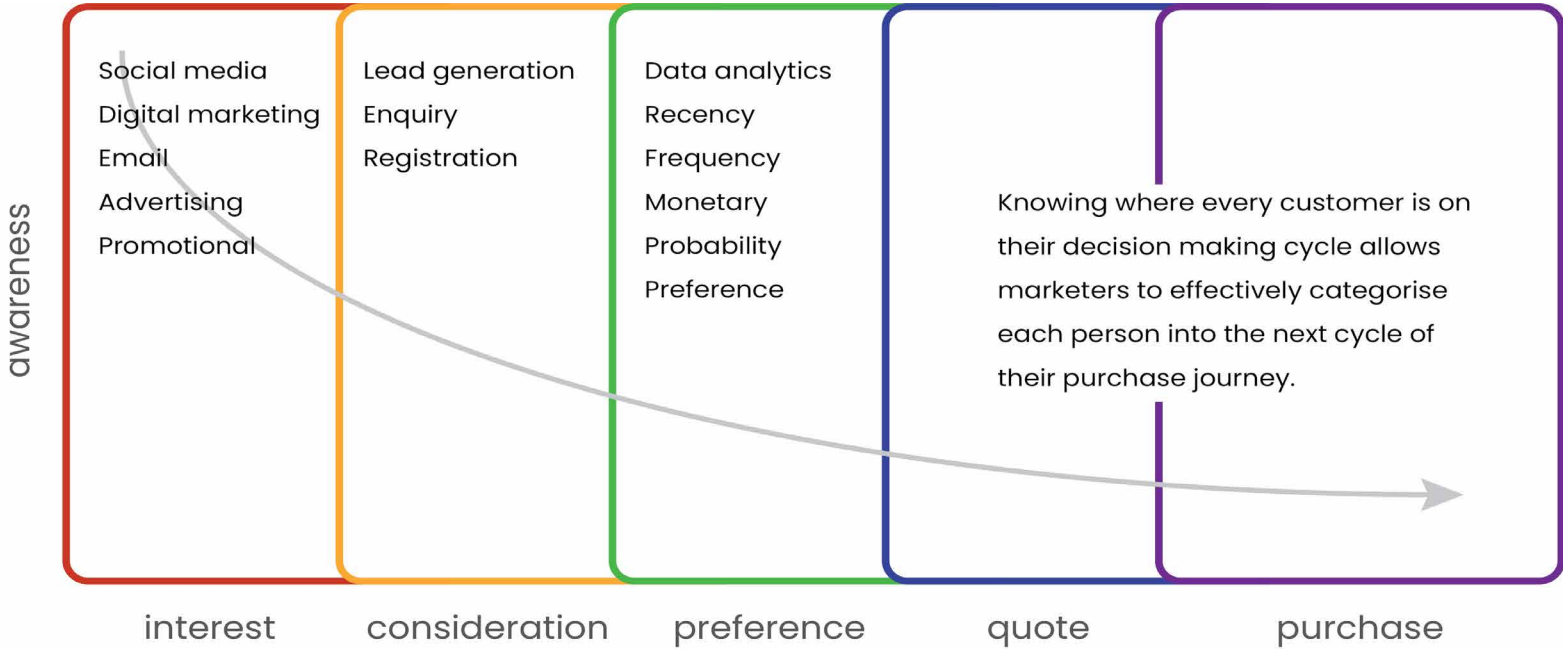


# Database Engagement

## Purchase cycle

Move your prospects along the Purchase Cycle from Awareness to Purchase by understanding where they are on their journey. At each stage of the Purchase Cycle, you will know what they need to be motivated to proceed into the next phase.

Communicate with your customers and prospects like never before and increase your response rates and return on investment from your marketing and advertising.







## Acquisition

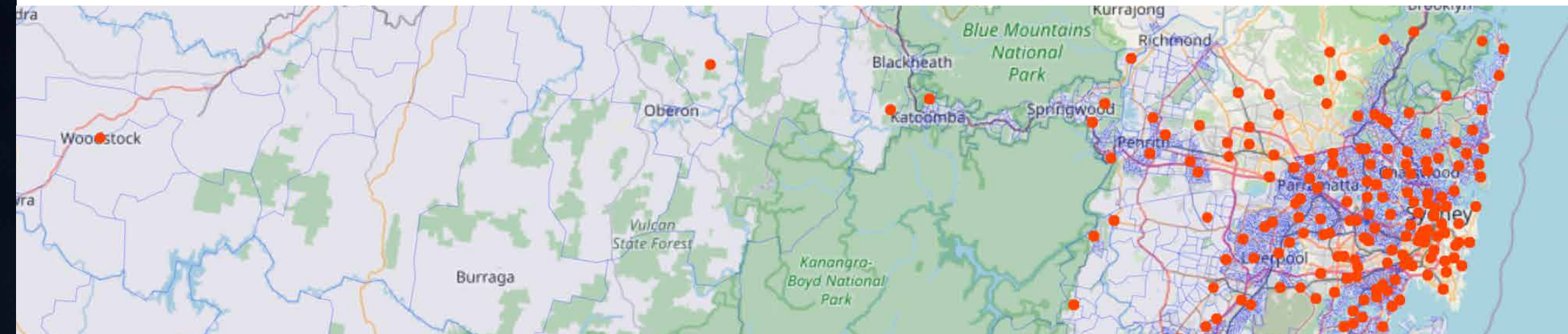
# Same Same but different

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Using the newly profiled DNA of your database for customers and prospects, Hyper Hyper are able to match your data with our profiled database of more than 250,000 people in Australia and the 358,000 Australian Bureau of Statistics meshblocks, the smallest geographic region in the Australian Statistical Geography Standard (ASGS).

The extensive profiling of the Hyper Hyper database provides our clients with the opportunity to grow their own database through acquisition marketing campaigns, targeted to the 'same' profile of their own customers.

Additionally, knowing how to identify niche targetting selections through 3rd party media platforms such as Facebook, Google and other media platforms attracts more prospects than you would normally.





# Data-driven intelligence

## **Fill the gap**

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There is a significant gap in the utilisation of NLP Meta Programs and detailed DNA persona's, leaving marketers and businesses unable to use authentic data driven intelligence to grow their businesses.

Key reasons to contact Hyper Hyper for your business are:

- Help you understand how to frame and predict consumer responses.
- Understand the human truths of how people think, so you can rely on evidence to guide your creative, R&D, sales, product development etc.
- Get a competitive edge by applying the under-used part of data analysis, which is a strong differentiator in contrast to existing products currently available.
- The application of NLP with a variety of other contexts highlights the power of it in customer acquisition and retention for businesses.
- Make clear applications for marketing elements like campaign themes, design and communication.







## Cost summary and Inclusions

# Let's get started

## Inclusions

### **NLP Report**

The Methodology & Approach

Seven Meta Programs and breakdowns

Towards Vs Away  
Internal Vs External  
Big Picture Vs Small Picture  
Considering Vs Doing

In Time Vs Through Time  
Options Vs Procedures  
Feeling Vs Thinking

Key findings of Australian mindsets

By population  
By gender  
By occupation  
By purchase drivers  
By Covid-19 impact

Key findings between Meta relationships

Between each seven Meta Programs  
Implications and Applications of Meta Programs  
Meta Programs with Values  
NLP with DNA persona segments  
Future directions

Half day training session on how to apply to your business, marketing and advertising

[Click here to Contact](#)



# Inclusions

## DNA Persona Report

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### The Methodology & Approach

#### DNA Layers

Neuro-linguistic programming  
Shopper behaviour  
Values  
Australian Bureau of Statistics

Lifestyle & Interests  
Geo-targeting  
Demographic profiling  
Australian database

#### DNA Dimensions

Life Journey Segments  
COVID Archetypes

#### DNA Profiles

Detailed breakdown of 8 DNA Persona's

Half day training session on how to apply to your business, marketing and advertising

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# Inclusions

## Report by Industry

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### The Methodology & Approach

#### Industry Overview

#### Sub-categories within Industry

#### Key insights by Australian population

By DNA persona  
By gender  
By research style  
By shopper behaviour  
Niche findings

By NLP Meta Programmin  
By preferred media  
By COVID impact  
By lifestyle

Full data spreadsheets and analysis by primary industry and sub-industries

Half day training session on how to apply to your business, marketing and advertising

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# Inclusions

## Customised Database Profiling/Research

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Consultation

Strategic Recommendation

Methodology

Setup

Implementation:

- |                                   |                        |
|-----------------------------------|------------------------|
| Database preparation & formatting | Profiling questions    |
| NLP Meta Programming              | Creative & Design      |
| Launch & Management               | Hyper Hub subscription |

Reporting

Half day training session with final presented document report detailing outcomes, DNA persona's, how to apply to your business, marketing & advertising and ongoing recommendations.

[Click here to Contact](#)

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# Inclusions

## Database Acquisition

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Consultation

Strategic Recommendation

Methodology including media recommendation:

- |                 |                        |                    |
|-----------------|------------------------|--------------------|
| 3rd party media | Strategic partnerships | Databases Purchase |
|-----------------|------------------------|--------------------|

Setup

Implementation:

- |                     |                        |
|---------------------|------------------------|
| Profiling questions | NLP Meta Programming   |
| Creative & Design   | Hyper Hub subscription |
| Launch & Management |                        |

Reporting

Half day training session with final presented document report detailing outcomes, DNA persona's, how to apply to your business, marketing & advertising and ongoing recommendations

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# Inclusions

## Customised Research

- Consultation
- Strategic Recommendation
- Methodology
- Setup
- Implementation
- Reporting

Half day training session with final presented document report detailing outcomes, DNA persona’s, how to apply to your business, marketing & advertising and ongoing recommendations.

[Click here to Contact](#)



# Cost Summary

## Let’s get started

NLP Meta Programming Report		\$ 7,500
DNA Persona Report		\$ 5,500
Combination NLP Meta Programming & DNA Persona Report		\$11,500
Report by Industry	Summary Report \$5,500	\$12,500
Customised Database Profiling/Research	Consultation \$5,500	+ \$16,500
Database Acquisition	Consultation & Setup \$5,000	POA
Customised Research	Consultation & Setup \$5,000	POA



# Hyper Hyper Profiled Database

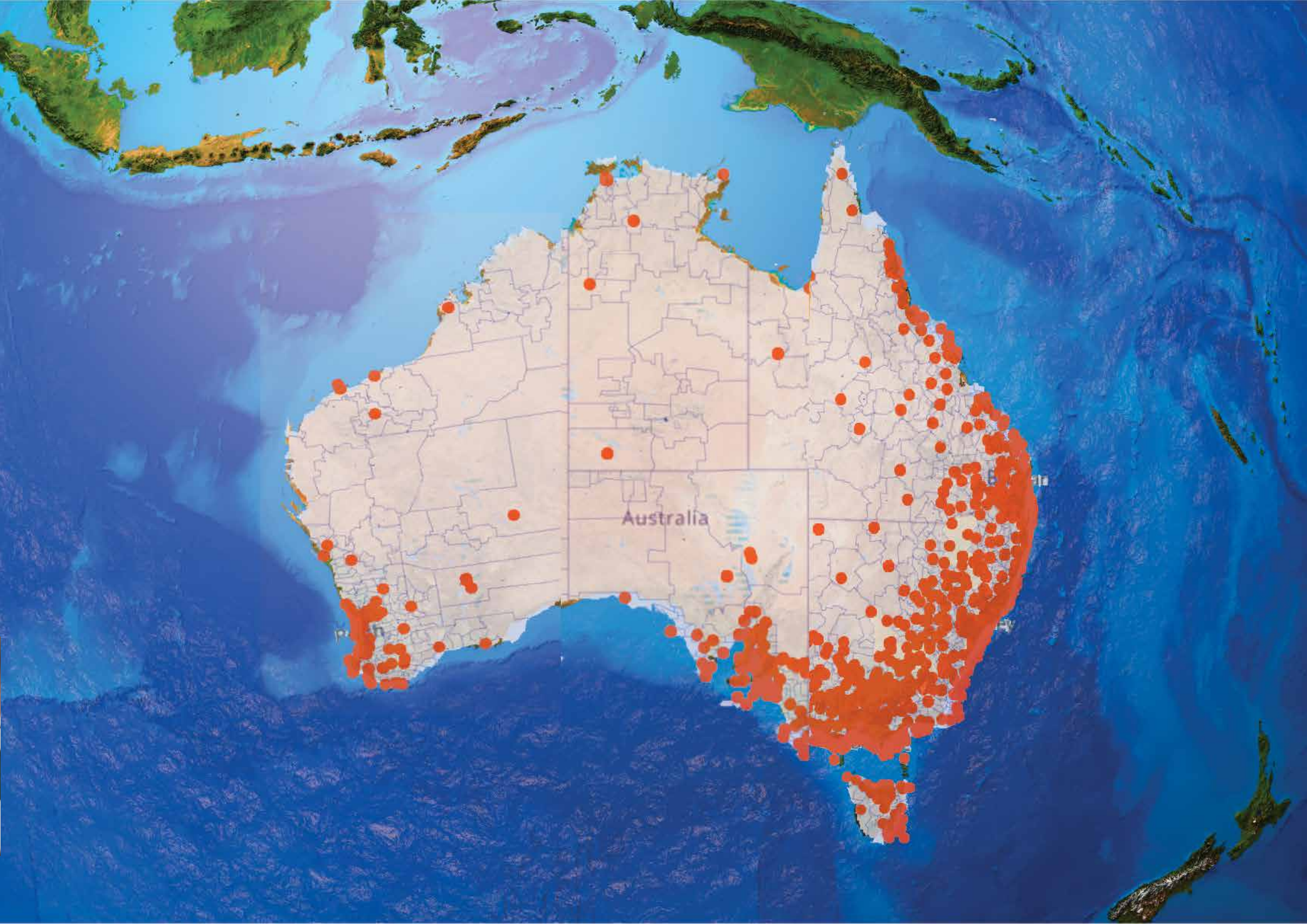
Profiled database of more than 250,000 email contacts in Australia

Selection criteria based on:

- |                 |                   |
|-----------------|-------------------|
| DNA Persona     | Values            |
| Lifestyle       | Areas of Interest |
| Gender          | Geographics       |
| Occupation      | Household Income  |
| Niche Interests | Other profiling   |

## Data Acquisition

Data will be provided for a database acquisition campaign for Hyper Hyper clients.







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