




FEAR  
NO  
TRUTH

Introducing  
**TRUE WHO**

A Faster Way To Understand  
Who Your True Target Really Is





A sunset scene with palm trees and a beach. The sky is a mix of dark blue and orange, with some clouds. Several palm trees are silhouetted against the sky. In the foreground, there's a dark silhouette of a beach and some structures, including a tall, thin tower. The overall mood is serene and contemplative.

‘There is only one  
winning strategy.  
It is to carefully define  
the target market and  
direct a superior  
offering to that  
target market.’

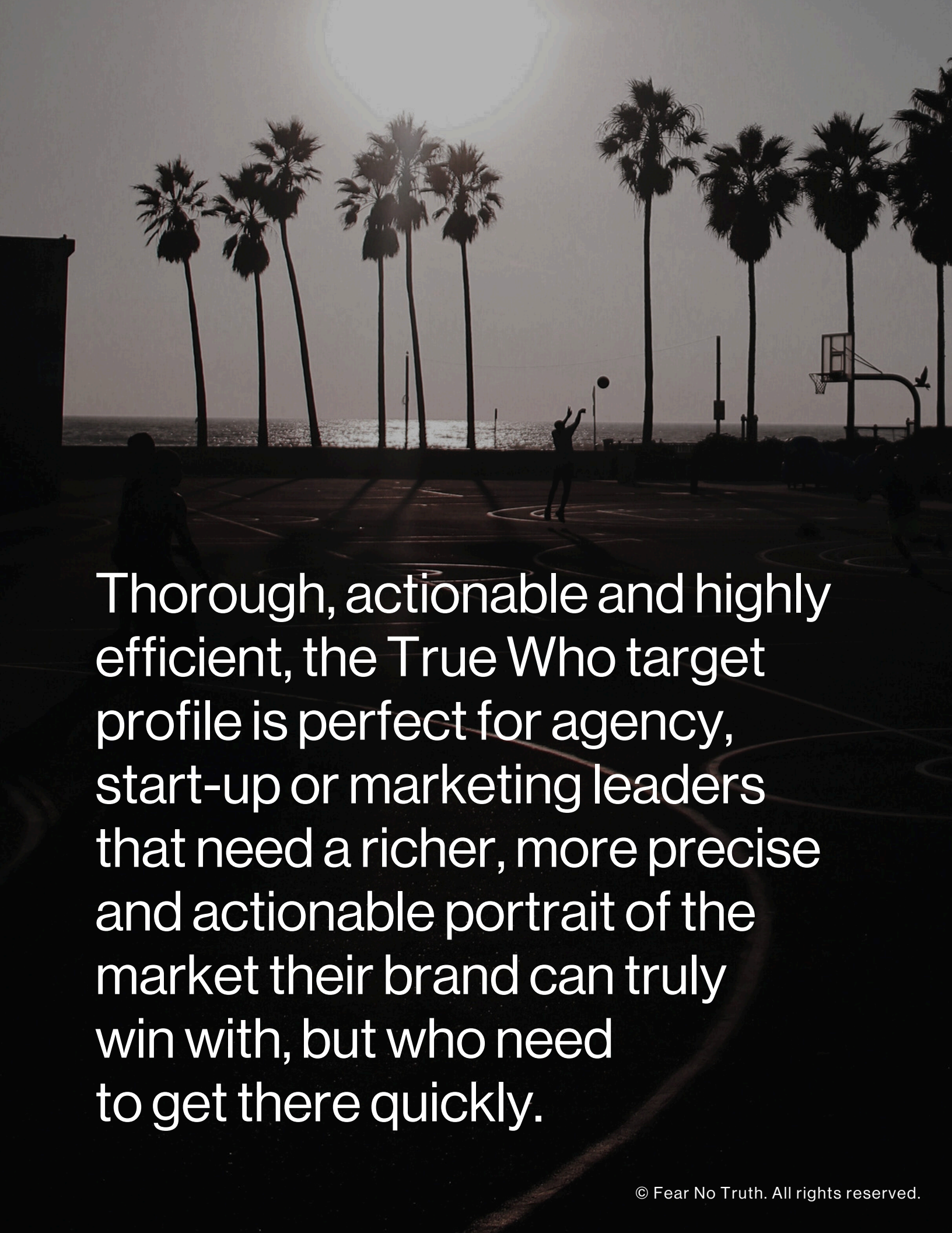
Philip Kotler



The background is an abstract composition of dark teal and blue tones, overlaid with a complex, organic texture in shades of orange and brown, resembling rust or a mineral surface. The texture is more prominent on the right side and bottom, creating a layered, three-dimensional effect.

Delivered in  
partnership with  
Morning Consult,  
True Who is a robust target  
insight exercise, designed to  
quickly develop a rich and  
precise profile of a brand's  
opportunity market.



A dark, atmospheric photograph of an outdoor basketball court at sunset or sunrise. The scene is silhouetted against a bright, hazy sky. Several tall palm trees stand in a row in the background, their fronds clearly visible. In the middle ground, a person is captured in mid-air, shooting a basketball. The court's lines are faintly visible on the dark pavement. The overall mood is quiet yet active, with a strong sense of place and time.

Thorough, actionable and highly efficient, the True Who target profile is perfect for agency, start-up or marketing leaders that need a richer, more precise and actionable portrait of the market their brand can truly win with, but who need to get there quickly.



## Profiling A Market

Effective marketing begins with an understanding of your target audience. Without a clear idea of who your customers are and their objectives, it's difficult to create marketing campaigns that resonate with them. This is where precise, rich and actionable target profiles come in.

## The Ideal Customer

A Morning Consult target profile is a detailed description of a company's ideal customer, including demographics, psychographics, behaviors and addressable media usage.

## A Deeper Connection

By building effective target audience profiles, brands are better able to understand who they're selling to and how to tailor their marketing strategies to connect with their audiences on a much deeper level.



## TARGET PROFILING TRAITS

DEMOGRAPHIC MARKERS	BEHAVIORAL FEATURES	PROFILE ATTRIBUTES	MEDIA CONSUMPTION
Age	Habits	Decision-Drivers And Motivations	Social Media Usage
Gender	Retail Usage	Consumption Attitudes And Habits	Streaming Service Usage
Race	Finance Habits	Identity, Values And Beliefs	News Service Usage
Ethnicity	Life Events	Preferences, Priorities And Tendencies	Entertainment Service Usage
Education	Travel	Environmental Consciousness	
Income	Alcohol Consumption		





# Two Partners One Purpose



A silhouette of a city skyline, likely Los Angeles, is visible against a sunset sky with warm orange and yellow hues. The skyline includes several prominent skyscrapers, with the Willis Tower (formerly Sears Tower) being the most distinctive. The sky transitions from a deep orange near the horizon to a darker, muted blue at the top.

Morning Consult puts current, high quality, global data right at their clients' fingertips. With a single, easy-to-use dashboard, users can access, analyze and share the kind of insight needed to make better, more intelligent brand building decisions, in real-time. Click [here](#) to find out more.

Based in LA, Fear No Truth is an independent strategy practice, that helps agency, start-up and marketing leaders everywhere to find, tell and manage their brands' true stories. Click [here](#) to find out more.



With Morning Consult's decision intelligence, combined with an accelerated process and the peerless power of the real thing, the True Who target profile provides agency, start-up and marketing leaders with a rare and rich fast-track portrait of their brand's best opportunity market.





# Get In Touch

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