

FEAR
NO
TRUTH



Introducing
TRUE WHO

A Faster Way To Understand
Who Your True Target Really Is




A sunset or sunrise scene with palm trees and a building silhouette against a dark sky. The sky is a mix of dark blue and orange, with some clouds. The palm trees are silhouetted against the sky. A building with a pointed roof is visible in the background.

**‘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



**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 silhouette of a basketball court at sunset. The court is in the foreground, with a person in the center. In the background, there are several tall palm trees and the ocean. The sky is dark with a bright sun setting behind the trees.

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

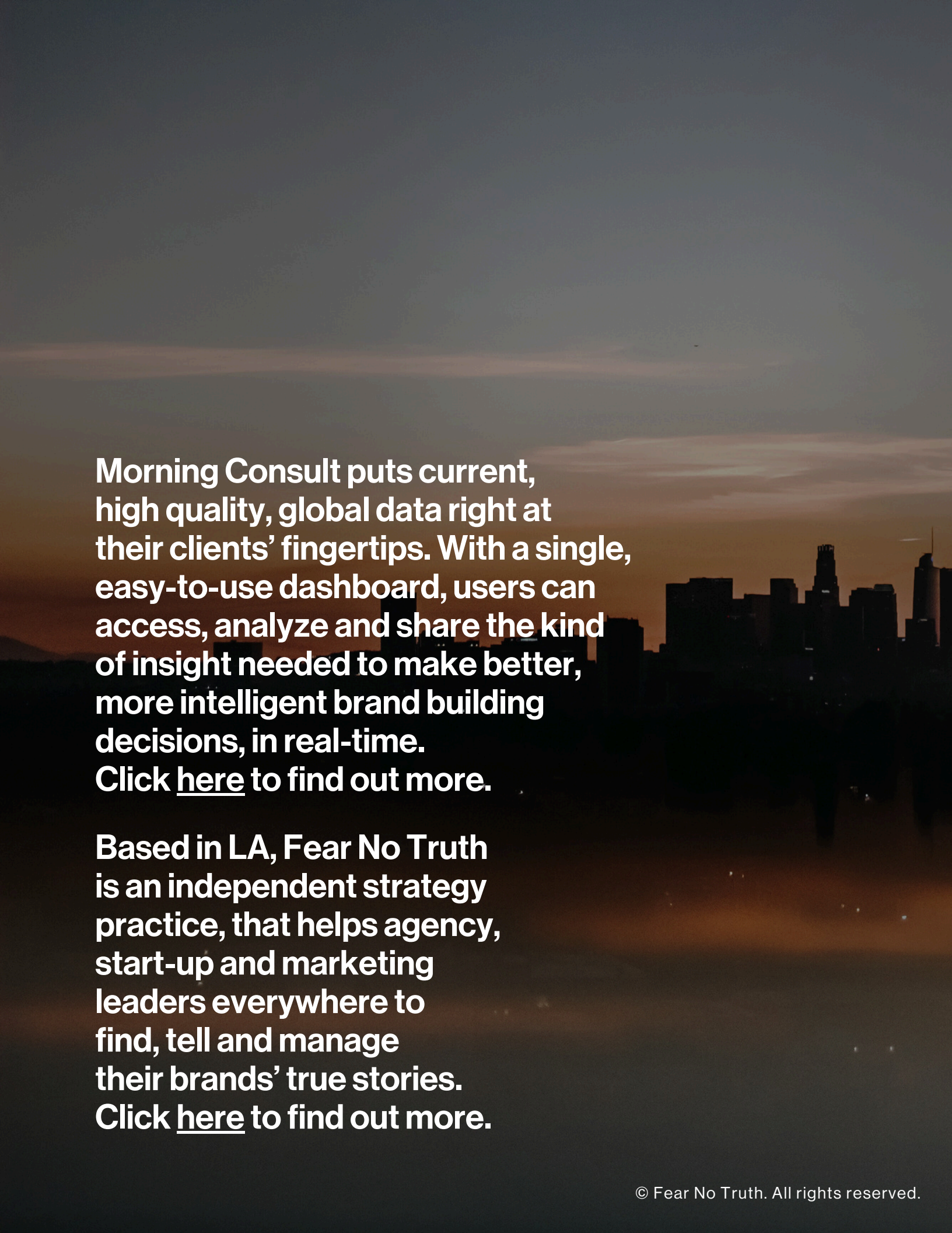
By building effective target audience profiles, brands are better able to understand who they're selling to and how to tailor their marketing strategies to connect with their audiences on a much deeper level.

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 against a sunset sky with warm orange and yellow tones. The buildings are dark against the bright background.

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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