**Benefits Matrix**

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| --- | --- | --- | --- | --- | --- |
| Customer | CustomerBusinessChallenge | CustomerDescriptiveAdjectives | YourFeature | YourBenefits | Frame YourBenefits[[1]](#endnote-1) |
| Communi-cations VP, HMO | HMOs perceived as hindering choice. | FairFaithfulOrganizedThoroughTolerantPatient | Health app | 1. Associated with positive concept such as health and wellness.
2. Trusted content, credible advertisers.
3. Reach wellness fans.
 | 1. “It’s a fair price.”
2. “Reach our faithful audience.”
3. If you’re patient, you’ll get good long-term results.”
 |
| CEO of beerbrand | Increasingmarket share | GreedyBoastfulSocial boldnessExtrovertedQuarrelsomeHeadstrong | Live sports on TV | 1. High reach in targetaudience, M 25-54
2. Live; low DVR viewing.
3. Fan loyalty to advertisers.
 | 1. “You can tell everyone you’re in the Super Bowl.”
2. ”You’ll get free seats in our private box”
3. “You’ll be in the box with other CEOs.”
 |
| Agencybuyer for a financial servicesclient | Increase share of mind | SincereModestNervous FearfulPrudentDiligent | News onradio | 1. Ideal environment to improve brand image andcredibility
2. Reach decision makers.
3. Reach up-scale income people.
 | 1.“We’re a safe buy.”1. “Your company’s executives listen to our news and will like that you bought it;”
2. “Buying into news is prudent choice.”
 |
| Art gallery owner | Driving traffic togallery | DeceitfulHypocriticalCreativeUnconventionalTemperamentalStubborn | Local news website | 1. Destination for people looking for different things to do.
2. Reaches high-income collectors.
3. Can test different creative approaches.
 | 1. “Imagine all the ways you can take advantage of our unconventional ad sizes.”
2. “You can innovate with native ads.”
3. “Go crazy with creative.”
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1. Frame your benefits according to the descriptive adjectives that define the customer’s dominant personality traits. [↑](#endnote-ref-1)