**Benefits Matrix**

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| Customer | Customer  Business  Challenge | Customer  Descriptive  Adjectives | Your  Feature | Your  Benefits | Frame Your  Benefits[[1]](#endnote-1) |
| Communi-cations VP,  HMO | HMOs perceived as hindering choice. | Fair  Faithful  Organized  Thorough  Tolerant  Patient | 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 beer  brand | Increasing market share | Greedy  Boastful  Social boldness  Extroverted  Quarrelsome  Headstrong | Live sports on TV | 1. High reach in target audience, 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.” |
| Agency  buyer for a financial  services  client | Increase share of mind | Sincere  Modest  Nervous  Fearful  Prudent  Diligent | News on radio | 1. Ideal environment to improve brand image and credibility 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 to  gallery | Deceitful  Hypocritical  Creative  Unconventional  Temperamental  Stubborn | 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.” |

1. Frame your benefits according to the descriptive adjectives that define the customer’s dominant personality traits. [↑](#endnote-ref-1)