



Accelerating Creative Concept Testing with AI-Powered Synthetic Personas



Concept testing
accelerated from weeks
to days



Hidden audience risk
identified before production
investment



Creative direction backed
by audience-informed
evidence



Client

A major Canadian home improvement retailer serving professional contractors and homeowners across the country.

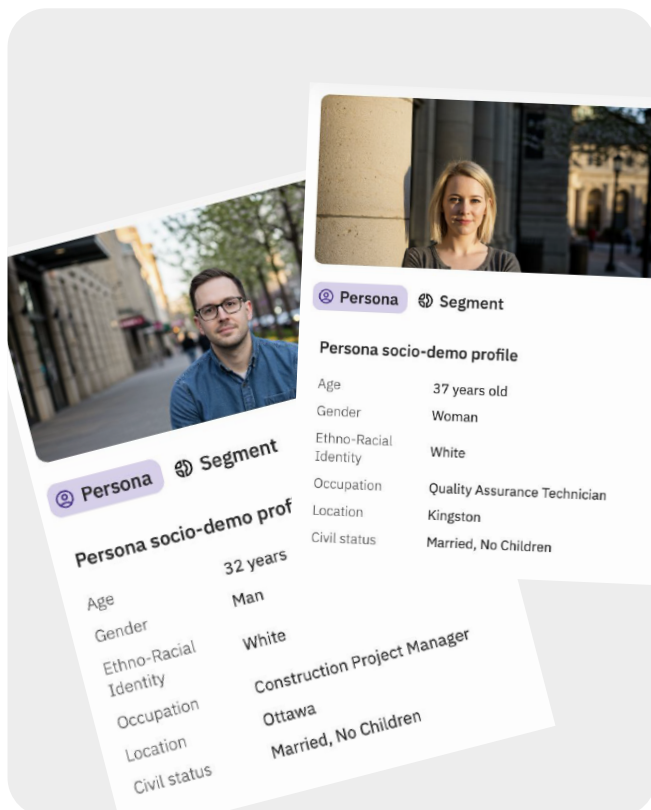
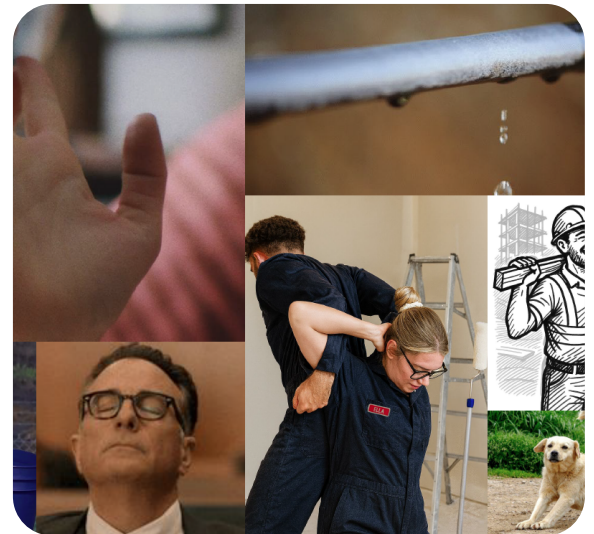
For an upcoming national seasonal brand campaign, marketing leadership and the creative team needed to select the strongest direction from several competing creative territories. Because each concept represented a significant production investment, the team wanted an early indication of how its key audiences might respond before moving into production or committing to formal research.

Challenges

Marketing and creative teams often evaluate concepts from an internal perspective, making it difficult to predict how different audiences will interpret humour, tone, and campaign continuity.

Several creative territories were under consideration, each carrying real production costs. The concepts also needed to resonate with two distinct customer segments: working contractors and homeowners completing their own projects. Humour that connected with one group could be interpreted differently by the other.

The campaign followed a previous seasonal initiative within a similar creative territory, adding another consideration: would audiences recognize the connection as meaningful continuity, or perceive it as repetition?



Munvo Solution

Munvo used Smart Persona to provide an early, audience-informed assessment of the competing creative territories.

Our team:

- Built two AI-powered synthetic personas representing the campaign's key customer segments: a working contractor and a homeowner managing their own improvement projects.
- Grounded each persona in segment-specific context, including purchase motivations, project realities, priorities, and previous brand exposure.
- Presented the competing creative territories to both personas to assess how each concept might resonate across the two audiences.
- Conducted follow-up probing to evaluate whether prior campaign exposure changed how the new creative direction was interpreted.
- Captured detailed qualitative reactions to help the creative team understand the reasoning behind each response.
- Consolidated the findings into a single decision-ready deck for marketing leadership and the creative review team.

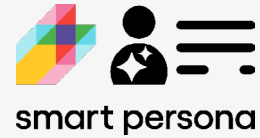
Benefits

The Smart Persona assessment gave marketing and creative stakeholders a fast, directional view of how two important customer segments could respond to each concept.

Instead of relying solely on internal preferences, the team could compare creative territories through an audience lens and understand why one direction resonated more strongly than another. The assessment also surfaced a material audience risk that had not been apparent during internal discussions, showing that one concept could be interpreted differently by its intended audience than by the team that developed it.

By identifying these considerations before production, the team could strengthen its creative recommendation and focus additional investment on the most promising direction.

The synthetic personas also created a reusable foundation for future campaign development. While synthetic personas do not replace primary audience research, they allow teams to evaluate ideas earlier and focus formal research and production investment on the most promising concepts. This approach is especially valuable when assessing humour and tone, where audience reactions can be difficult to predict from an internal perspective.



Results

- ✓ Compressed the initial concept-testing cycle from weeks to days.
- ✓ Delivered a clear directional assessment of how each creative territory resonated with contractors and homeowners.
- ✓ Identified an audience interpretation risk that was not visible through internal review alone.
- ✓ Enabled the creative recommendation to enter review supported by audience-informed evidence rather than internal opinion alone.
- ✓ Established reusable synthetic personas that can support early testing of future campaign concepts.
- ✓ Helped the team prioritize where to invest formal research and production resources.



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