



# Smart Persona Enables Living Insights and Accelerated Marketing Agility

**70%**

reduction in research  
cycle times

**92%**

alignment with real  
customer positioning  
insights

**90%**

alignment with  
traditional creative  
testing results



## Client

A leading Canadian tourism marketing organization focused on promoting regional destinations, travel experiences, and visitor engagement. The organization supports tourism growth by developing campaigns and experiences that inspire travelers, strengthen destination awareness, and help position the region as a competitive year-round travel destination.

Our client is a leading Canadian tourism marketing organization dedicated to promoting regional destinations, unique travel experiences, and visitor engagement. Operating in a highly competitive industry, the organization plays a pivotal role in supporting regional tourism growth.

By developing innovative campaigns and experiences that inspire travelers, they strengthen destination awareness and successfully position the region as a premier, year-round travel destination. To maintain their competitive edge, the organization requires a deep, continuous understanding of shifting traveler motivations.

## Challenges

Traditional consumer research provided valuable insights but was often too slow, costly, and static to support agile marketing initiatives. Understanding customer perspectives, validating campaign concepts, and testing new tourism offerings required extensive planning, lengthy research cycles, and significant budget investments.

As a result, marketing teams faced challenges adapting quickly to changing consumer preferences, optimizing campaigns in real time, and refining new travel experiences before launch.





## Munvo Solution

The organization implemented Smart Persona to transform existing customer data into living, AI-powered synthetic personas capable of providing immediate feedback and insights. By creating an on-demand virtual research environment, Smart Persona enabled teams to explore customer preferences, test ideas, and evaluate marketing concepts without the delays associated with traditional research methods. The solution was applied across two key strategic initiatives.

### Campaign Optimization for Winter Tourism

Using a synthetic persona representing a target audience segment, the team explored customer perceptions of winter travel experiences. While initial conversations suggested a lack of interest in cold-weather destinations, deeper analysis uncovered a strong preference for comforting and sensory-driven experiences such as cozy cabins, fireplaces, and relaxing winter getaways.

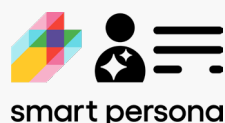
These insights helped shape campaign messaging around the idea of embracing winter while highlighting warmth, comfort, and memorable experiences. Creative assets were refined to emphasize cozy accommodations, winter activities, and iconic destinations that aligned with customer motivations.

### Tourism Experience Development

The organization also used Smart Persona to evaluate a proposed guided backcountry ski experience. Initial testing generated a baseline interest score of 3.5/10, indicating limited appeal among key audience segments.

Rather than abandoning the concept, the team gathered detailed feedback from synthetic personas representing different traveler profiles. Based on these insights, the experience was redesigned to include a shorter itinerary, additional cultural experiences, alternative adventure options, and urban exploration opportunities connected to major tourism destinations.

This rapid feedback loop enabled the organization to refine the offering before launch and better align the experience with customer expectations.



## Benefits

*The implementation of Smart Persona enabled the organization to accelerate customer research, improve marketing agility, and make more informed decisions throughout campaign and tourism experience development.*

- **Research Agility:** AI-powered synthetic personas provided immediate customer feedback, reducing the time required to validate concepts and gather insights.
- **Campaign Optimization:** Teams were able to test messaging, creative concepts, and positioning strategies before launch, helping refine campaigns based on customer motivations.
- **Experience Development:** Rapid feedback loops supported the evaluation and refinement of new tourism offerings before significant investments were made in launch activities.
- **Decision Confidence:** Strong alignment with traditional research methods enabled teams to make strategic decisions with greater confidence while reducing reliance on lengthy research cycles.
- **Operational Efficiency:** On-demand customer insights allowed marketing and product teams to iterate faster, respond to changing traveler preferences, and accelerate time-to-market for new initiatives.



## Results

- ✓ **70% reduction** in research cycle times compared to traditional marketing research methods
- ✓ **92% match rate** on strategic positioning when benchmarked against real customer research
- ✓ **90% match rate** on creative testing compared to conventional research groups
- ✓ Increased projected interest in a redesigned tourism experience **from 3.5/10 to 5/10** and **6–7/10** across key traveler segments
- ✓ Enabled faster campaign refinement and tourism product development through on-demand customer insights



### Getting in Touch

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