

CogniMATRIX

SUCCESS

CogniMATRIX remains the only proven Percept Marketing system that can cost-effectively help you achieve your goals.



STRATEGY & CREATIVITY

"They show you how to reach all your business, sales and marketing goals."
Dayton Daily News

"Killer Creative."
Marketing Magazine



P E R S O N A C O R P

IMAGE YOUR SUCCESS

F.a.i.t.

The FIND in Persona's Find-Act-Innovate-Think



STRATEGY

CogniMATRIX remains the only proven Percept Marketing system that can help you achieve your goals cost-effectively:

- proven with a 97.5% track record
- deployed by over 300 companies, as diverse as CIBC, IBM, Nestlé, Sony Music, Coors, government, Cadillac Fairview and others
- minimizes marketing investment (spend)
- maximizes marketing results (return)

- FINDS all your hidden opportunities
- helps you analyze and "attack" competitors
- exploits your POWER PERSONA™
- uses all your assets, not just the obvious
- converts your marketing liabilities and uses them to create momentum to your goals
- moves brands from tier two to tier one or from tier one to the TOP.

Only we can make it work for you. And only Persona can bring both left-brain strategy and right-brain creative together into a solution that makes the difference. Let us show you how.

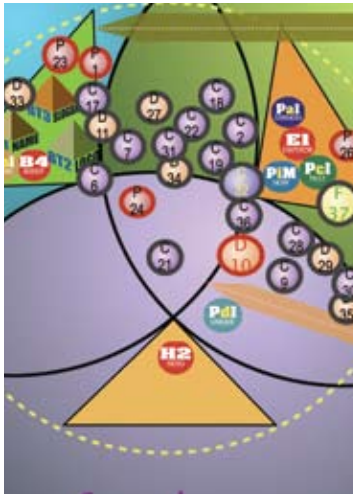
Let Persona FIND your key opportunity and make it work for you with our Left-Brain — Right-Brain solutions.



"Proven to work every time."

Strategy Magazine

Persona narrowly focuses on total left brain (strategic) and right brain (creative) solutions.



Far left: A snapshot of Persona's famous CogniMATRIX. Numbers plotted in the green CogniMATRIX are OPPORTUNITIES for growth. The ones closest to the borders are stronger opportunities. Icons represent MACRO opportunities, numbers are plotted assets, rated on Persona's famous propriety scale.

Left: Some results of CogniMATRIX executions by Persona's award-winning creatives.



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IMAGE YOUR SUCCESS



“Strategy-oriented
with killer creative.”

Marketing



FIND

Icarus Inventory™
CogniMATRIX™ has never failed to find the key opportunity, often missed by our clients. How? Through a rigorous indexing, inventory and analysis methodology.

“CogniMATRIX is awesome.”
D-Link

ACT

Magellan Map™
It is never enough simply to find opportunities that will drive your momentum. Persona ensures you act on your CogniMATRIX opportunities by mapping priorities to your resources.

“They have built Toronto’s hot shop.”
HOW Magazine

INNOVATE

CogniMATRIX Plan™
Find and Act alone are insufficient. Action without a plan is wasteful. This is why any CogniMATRIX also includes a tactical plan.

“This system has launched major new companies and products of all sizes.”
Studio Magazine

THINK

PERSONA THINK TANK™
When executing your plan, our Persona Think Tank — the thought leaders in Image Marketing and Percept Marketing — will make sure contingencies and variables are managed.

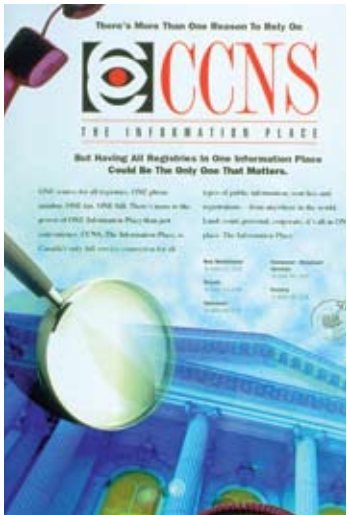
“While image is often thought of as art, Persona also brings the science.”
Profit Magazine



P E R S O N A C O R P

IMAGE YOUR SUCCESS

Develop your TriMATRIX



FIND

Icarus Inventory™

FIND goes to the heart of CogniMATRIX, yet it is far from an "intuitive" process. CogniMATRIX inventory, indexing and analysis are patent-pending, mathematically modelled and based on two decades of work and research.

Your CogniMATRIX will include:

- **Persona Credibility Index®:** you and your two key competitors are indexed for credibility on 19 points, then mapped against the industry benchmark.
- **Icarus Inventory™:** law enforcement investigative techniques adapted to marketing in a "rated" audit of your brand — plus your two key competitors — on 37 key elements.
- **Daedalus Deconstruction™:** our TriMATRIX map, now famous in the industry, deconstructs the Icarus Inventory, plotting key opportunities.
- **ImagINDEX™:** and other indexed macros.



ACT

Magellan Map™

After FIND, it is important to map ACTION: tactical progression, correctly navigated and based on the client's resources — to ensure action AND results.

Even the greatest opportunities fail without precisely planned ACTION, ensured through:

- **Persona Principle Map:** graphically maps you and your competitors, revealing your true personality: John/Jane Public, Politics, Corporate or Hollywood.
- **Persona Futures Map:** graphically maps where you are vis à vis your competitors: growing, mature, stalled or in decline. Futures is key to success planning.
- **Persona Futures Cost Map:** graphically maps and predicts COSTS to achieve future potential from the opportunities. This is very unique to Persona and one of the key added values for our clients.
- **Persona Analysis Indicators:** Persona Quick Ratio, key touchpoint evaluations, Assets to Liabilities Ratio, Opportunity Index and more.
- **Magellan Map:** tactical one-year plan map.



Achieve your goals
with F.A.I.T.

Don't rely on fate.

Persona



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IMAGE YOUR SUCCESS



“Brilliant.

I congratulate you.”

Academy of Canadian
Cinema and television

5



F.A.I.L.T



“CogniMATRIX is all about action. Just do it.”

Wai Lee, D-Link

Above: Classic MICRO CONVERTED OPPORTUNITY — no solid media choices to target audience (weakness) — turned into a STRENGTH. Persona created LINK Magazine, circulated to 650,000 with revenue-generating advertising, now a key platform for D-Link Marketing.

Below: Example of MACRO FOUNDATION OPPORTUNITY, where Persona built “star” image for Gemini Awards



INNOVATE

CogniMATRIX Plan™

There are two types of opportunity, Macro and Micro, with three categories of Macros and three classes of Micros, all united by the definition: “DIFFERENTIATED and EXPLOITABLE”:

- **Macro Power Personas:** our most famous published findings — if you aren’t one of the five Power Personas you won’t survive in any competitive niche.
- **Macro Brand Trinity:** the three “stand-ins” for recall: logo, name and positioning statement.
- **Macro Foundations:** past (Persona Credibility Index); present (ImagINDEX); future (Persona Opportunity Index); resources (Asset to Liability Ratio).
- **Micro Leveraged Opportunity:** leveraging an existing micro asset — not claimed by a competitor.
- **Micro Converted Opportunity:** converting current weaknesses (liabilities) into strengths (assets) that can be differentiated from competitors.
- **Micro Invented Opportunity:** creative process that invents new opportunities (example, Tridel’s bicycle garage).



Above: Classic Micro Leveraged Invented Opportunity, with Persona’s “Only at Fairview” Lotto that drove a 50% increase in traffic to Fairview Mall.

Below: Brilliant Micro Invented Opportunity, creating the first ever Condo bicycle garage to convert an apparent weakness.

“Your bicycle garage idea alone made the difference.”

Tridel



THINK

PERSONA THINK TANK

Now it’s time to SEIZE OPPORTUNITIES. From “Canada’s best”^{*} creative team to our Brain Team of experts — ready to help you exploit your key opportunities:

- Principal Planner Derek Armstrong meets with your team several times, helping to coach, solve and implement solutions.
- If you choose to implement your plan with our Persona Creative Solutions Team, you’ll gain the advantage of a near-perfect track record against client objectives (97.5% over twenty years and 338 clients) plus unlimited consultation with our Principal Planner.
- If you choose to implement with other solutions providers for your creative, we will still provide coaching to your team of choice, including your internal teams (limited allocation).
- You will enjoy access to our online Think Tank resources and ongoing access to the thought leaders at Persona — the inventors of both Image Marketing and Percept Marketing.

*Toronto Star



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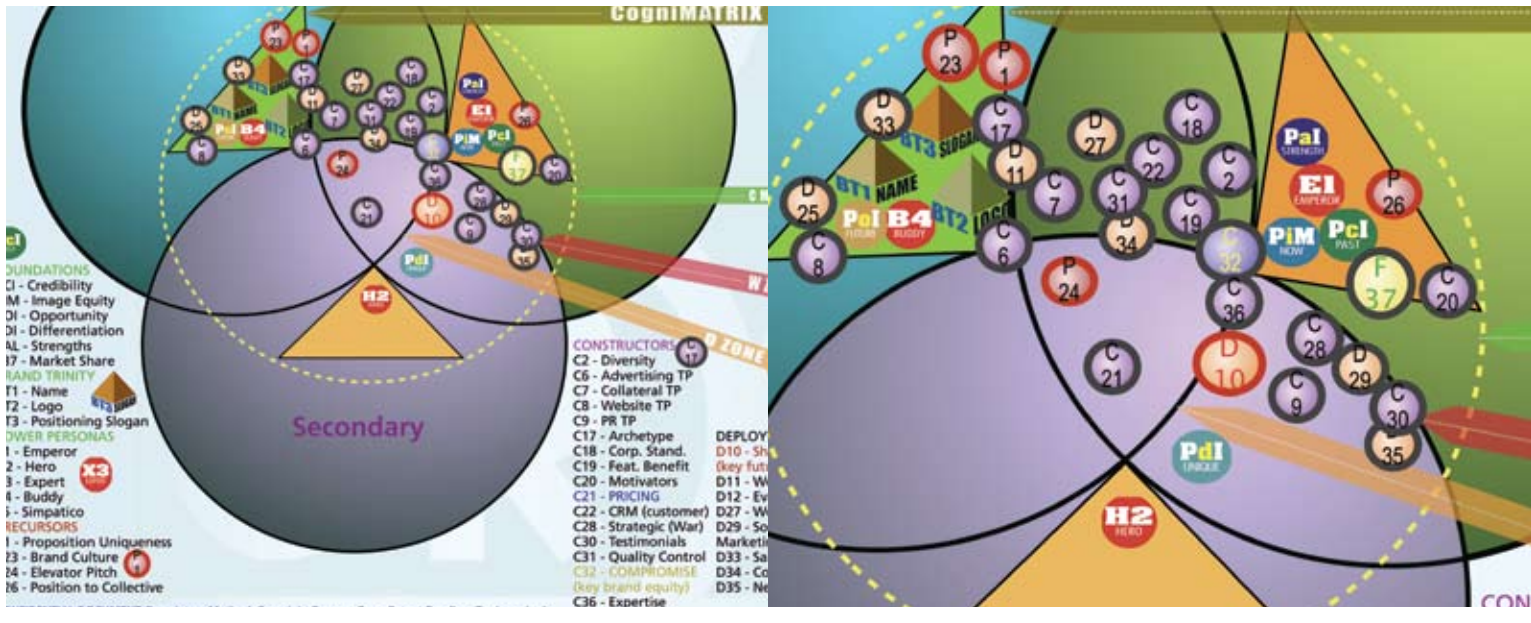
IMAGE YOUR SUCCESS



"This stuff works."

Use it."

F. Tucci, VP, CIBC



Cogni Benefits

Genuine Advantages Over Your Competition

Risk mitigation, cost effectiveness, differentiation, fast momentum, quick analysis to action ... all these and much more.

"This all started as a concept," said Derek Armstrong, quoted in the Dayton Daily News. "Everyone savvy in marketing knows you have to differentiate. How do you put some science to an understood concept? And how do you plan a course of action that will minimize the risks and stay within resources — to ensure opportunities are actioned? That was the incentive for us to create CogniMATRIX. Surprisingly, no one else has done it."

Ask any of our three hundred plus clients and they might give different — but passionate — expressions of the benefits of CogniMATRIX.

For a market leader, the benefit can be regaining flagging momentum. For a sagging brand it might be regaining market share. For a tier two it might involve moving rapidly into tier one. Sometimes, it's just a successful midsize client looking to go public. Or a startup who doesn't know how to

penetrate a competitive market. Often, it's just savvy marketing professionals looking for the next advantage.

The benefits of CogniMATRIX are numerous:

- Finding missed opportunities for growth through proprietary analysis methods: leveragable opportunities, convertible opportunities and invented opportunities.
- Aggressive market share growth through differentiation

that goes beyond a catchy bundle of words.

- Maximum momentum toward your goals with minimum spend, realized through clear focus on only those market opportunities that truly matter.
- Competitive advantages gained through sharp espionage, original thinking, proven methods and the science of Percept Marketing.
- Risk mitigation through a process that "knows" how to achieve results.



Top left and right: Unique to Persona, patent pending plotted TriMATRIX. Your assets (blue circle) plotted relative to competitors (two overlapping circles) and customer needs (dotted circle). In simple terms, our planner avoids overlapping zones and focuses on tactics addressing the green triangle assets — a zone known as CogniMATRIX.

Left: Best selling book from principals of Persona.



P E R S O N A C O R P

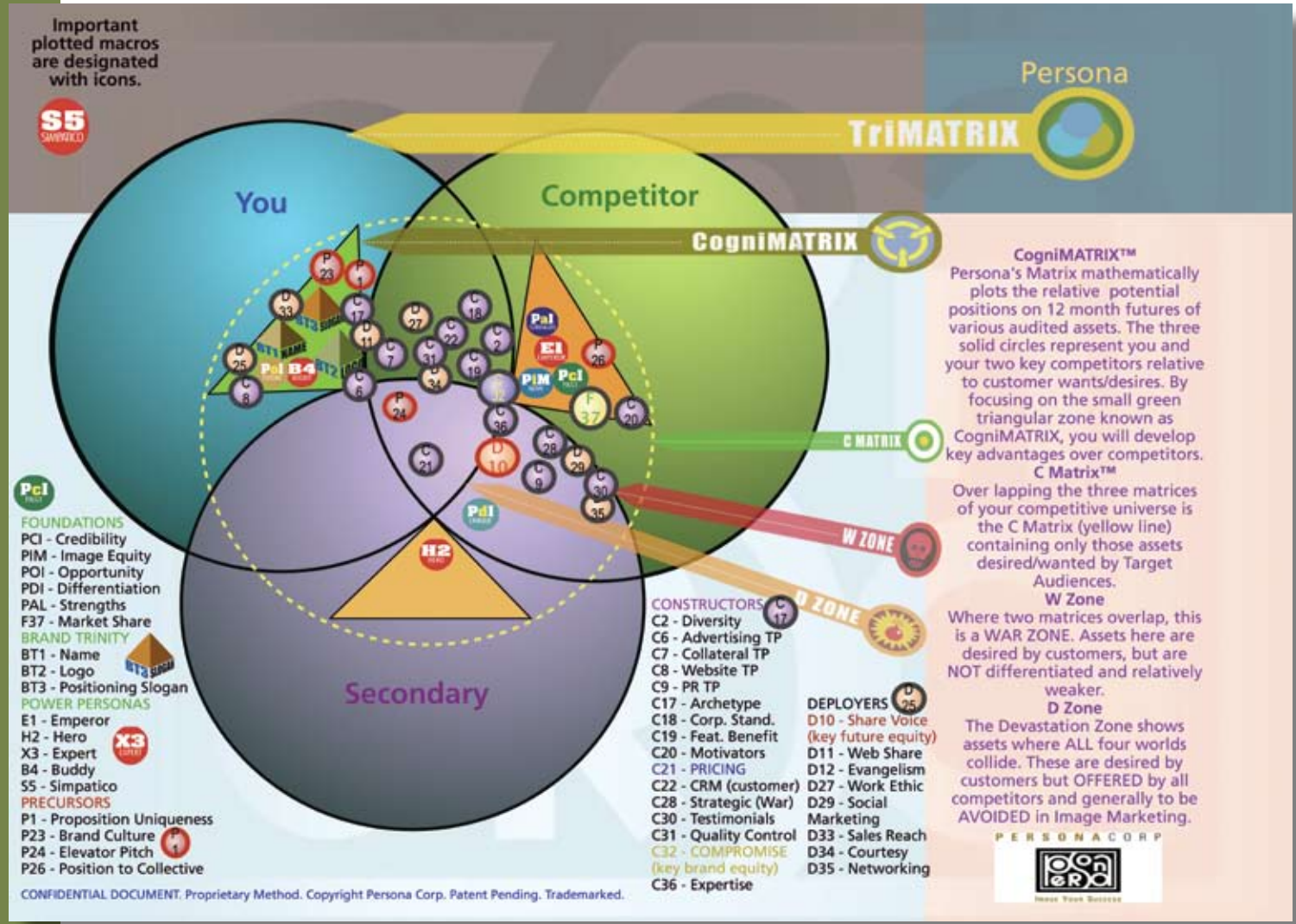
IMAGE YOUR SUCCESS





TRIMATRIX

“More than met our expectations. We all feel we received top value for our money.”
Marshall Macklin Monaghan



CogniMATRIX™
 Persona's Matrix mathematically plots the relative potential positions on 12 month futures of various audited assets. The three solid circles represent you and your two key competitors relative to customer wants/desires. By focusing on the small green triangular zone known as CogniMATRIX, you will develop key advantages over competitors.

Over lapping the three matrices of your competitive universe is the C Matrix (yellow line) containing only those assets desired/wanted by Target Audiences.

W Zone
 Where two matrices overlap, this is a WAR ZONE. Assets here are desired by customers, but are NOT differentiated and relatively weaker.

D Zone
 The Devastation Zone shows assets where ALL four worlds collide. These are desired by customers but OFFERED by all competitors and generally to be AVOIDED in Image Marketing.



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P E R S O N A C O R P

IMAGE YOUR SUCCESS

Four steps to TriMATRIX success



“Amer.com started as a CogniMATRIX and became big business.”

President, Amer.com

Above: Finding a way to penetrate the U.S. market with a bundle of innovative CogniMATRIX opportunities led to triple digit revenue growth.

Below: Persona changed the way Ontario Tourism marketed with a CogniMATRIX move to selling ‘advertising’ for the Ministry in innovative Magazines.



Credibility



Persona Credibility Index

Credibility is the first key platform for marketing success. ONLY Persona's PCI can reliably measure your credibility. YOUR brand is evaluated on a precisely defined scale from 1 to 10 on 19 separate credibility points.

Your individual 19 ratings are compared to:

- **Persona Benchmarks®:** researched benchmarks by industry vertical containing 10 companies you compete with — rated on the same scale as your brand.
- **Your KEY Competitor:** your key competitor is also rated on the same scale for relative positioning on this important platform.
- **Your 2nd Competitor:** same scale.

All compared brands and the benchmark are then formulated into an INDEX, the famous Persona Credibility Index (PCI), which is a key indicator — one of the two most important platforms for success:

- **Broad Indicators:** your PCI as a stand-alone index number is highly meaningful to our analysts.
- **Comparative Indicators:** as an Index, your PCI tells you how you compare.

IC - 16	Industry	Weighted	Equity	MSA	MSI
You	6	40	0	2	0
Benchmark	5	30	4	0	0
Key Competitor	7	80	3	3	0
2nd Competitor	3	14	4	2	0
Unweighted/Available	10	101			
Analysis	Asset	Liability	Life	0	0
You	40	0	2		
Benchmark	0	0	0		
Key Competitor	0	0	2		
2nd Competitor	0	0	1		
Sympatico	Knowledge				
Available/Unweighted	100	100			
Comparative					



Image Equity



ImagINDEX

Image Equity is the second key platform for marketing success. ONLY Persona's ImagINDEX can truly measure ALL elements of your equity position, rating you against competitors on 37 key points

Unlike traditional brand equity ratings, ImagINDEX evaluates:

- **Total Equity position:** rated audit on everything that contributes to audience awareness of equity, from intellectual capital to Power Personas.
- **Power Personas:** Persona's leadership in identifying the five Power Personas has helped business and marketing planners move to tier one.
- **All Customer Touchpoints:** weighted and professional evaluations of the key client or customer touchpoints at all levels
- **Total Equity Evaluation.**

PCI 1	
Rate the Credibility of your overall positioning to your main target	
Make 10 for "Strongly suggested, even if it is completely true." CM: 10%	
Make 9 for "Strongly suggest and unambiguously."	
Make 8 for "Strongly indicate, but not without some proof."	
Make 7 for "Strongly indicate with CM without proof."	
Make 6 for "Strongly indicate unambiguously."	
Share:	50% YOU
Primary Audience	Benchmark
YOUR AUDIENCE	Competitor



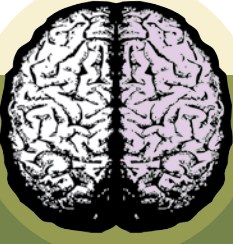
“You are very original, dynamic, thought-provoking.”

Nabisco

P E R S O N A C O R P

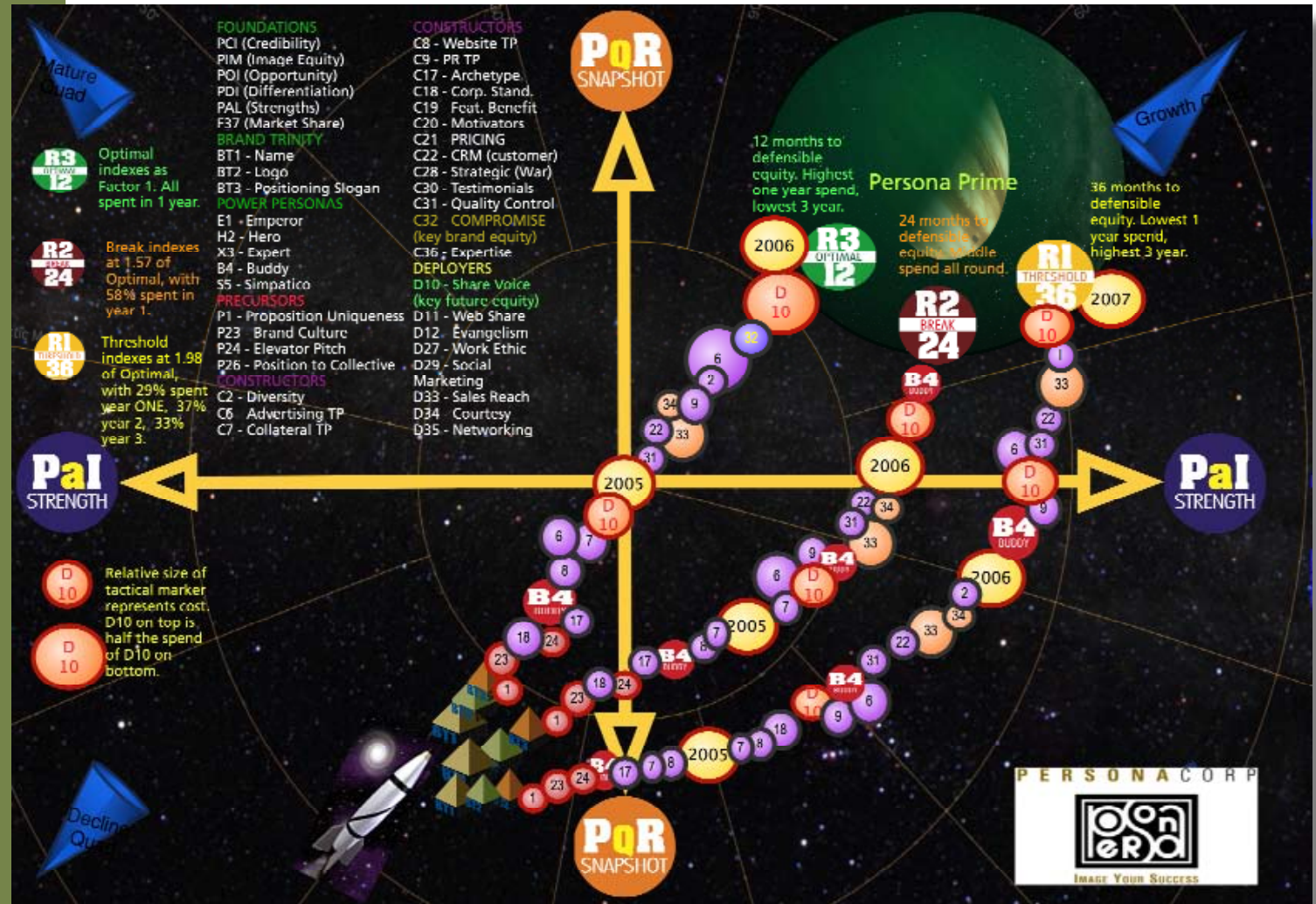
IMAGE YOUR SUCCESS





"I'm absolutely excited by your work — the best we've ever seen. We're thrilled."

Merrill Lynch



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Plan for Success



“The most useful tool is your Futures Cost Map. Wow”
President, D-Link

Above: No other method of planning can accurately forecast costs to achieve goals – and more importantly RAMPART PRIME, the zone where a brand becomes Tier ONE

Below: Persona's key formulas are the result of years of work and testing with hundreds of clients.

Calculations	Substg.	Assigned	Capacity	TCA	POF
You	301	328	328	331	294
Benchmark	1967	3895		1731	82
Key Competitor	1275	2350		1468	47
2nd Competitor	4820	11125		12178	80
Analysis	PA	PA			
You	213	593		0.42	
Benchmark	3336	-		862.49	
Key Competitor	1733	374		-4.71	
2nd Competitor	555	8		784.75	



Percept

CogniMATRIX Map

This is where Persona's patent pending methodology shows true power. Until now, the analysis tools have been fascinating, brilliant, helpful. Now, CogniMATRIX shows your power.



“Proven to work every time.”
Strategy Magazine

Above Right: Persona's system plots three routes to the goal, with R1 emphasizing momentum and speed and R3 emphasizing conservative resourcing and R2 in between. All have advantages and you can choose your path to success based on YOUR resources.

Below: CogniMATRIX showing the “go to” tactics.



Cogni Plan



Magellan Map™

Three ways to achieve success on the Magellan Map: Optimal, Threshold and Break, each with key advantages for your business or brand. These planning tools are formulaic, based on research and proven to work.

GOAL: Achieve Persona Prime.

The key to Persona's 97.5% track record is guidance that plans our client's path to Persona Prime. Once in the “tier one” zone, marketing spend can drop precipitously. Brands in Persona Prime need only defend, at relatively lower cost. To achieve Persona Prime, we map three ways to ensure your resources are allocated to your needs:

- **R3 Optimal:** your tactical opportunities from your CogniMATRIX are mapped for maximum momentum. This means higher first-year spend, lower three-year spend.
- **R2 Break:** R2 maps tactics to a 24-month plan to ensure preservation of resources but relatively fast achievement.
- **R1 Threshold:** for start-ups and budget conscious, lowest first year spend.



“The Atlas marketing is quite outstanding!

The Atlas TV commercials have managed to make your message very human and personal...

Great work.”

Atlas Board of Governors



P E R S O N A C O R P

IMAGE YOUR SUCCESS



“I would recommend this to anyone, except our competition.”

D-Link

Synopsis			Synopsis Overall		
Snapshot			Jameson	CFX	Banks
PCI	Persona Credibility Index	Image Credibility	1.32	0.87	0.43
ImageINDEX	Persona Image Equity Index	Image Equity	0.23	0.62	3.04
PQR	Persona Quick Ratio	Equity/Credibility	0.17	0.71	6.99
POI	Persona Opportunity Index	Future Potential	5.58		
ICI	Icarus Composite Inventory	Total Equity	826	2260	11125
Power Persona	Indicated Potential Leadership	Only 5 Per Niche	Buddy	Hero	Emperor
PDI	Persona Differentiation Index	Uniqueness	11.39	137.57	103.64
PAL	Persona Assets to Liabilities Ratio	Build Assets	0.4	4.71	784.75
FCI	Futures Cost Index (key comp. 1)	Cost to Reach	1.07	1	0.65
Slogan Composite	Stated Positioning Rated 5 factors	Maximum 100	55	161	170
Logo Composite	Logo Rated 5 Factors	Maximum 100	142	73	195



Above: Key CogniMATRIX opportunity for D-Link was LINK Magazine, a credible magazine circulated to 650,000 with paid advertising.

Left: Example of CogniMATRIX Summary Findings, various meaningful indices that assist planning. Various columns represent competitors comparative scores.

It's neither expensive nor time-consuming

Cogni Resourcing

Thorough, yes, invasive at times due to the need for full disclosure, but CogniMATRIX is the most cost-effective method to achieve a FAST solution that will work. And a solution you can afford in terms of resources such as time and budgets.

The entire raison d'être of CogniMATRIX is ACT fast on OPPORTUNITIES. ACT means developing a plan that you will be willing to execute — because it's affordable.

And CogniMATRIX is above all about results.

But how long?

The client can expect as little as 2-3 weeks to a maximum of 4 weeks, assuming no client delays:

- 2 weeks for Icarus Inventory
- 1 day presentation of findings
- 1 week for Mapping
- 1 day presentation of analysis
- 1 week for CogniMATRIX tactical planning
- 1 day presentation of plan

Only we can make it work for you. And the client should allow time for key personnel interviews, approximately 1 hour each, and should provide all collected research and materials on the industry and competition. The more that is provided for analysis, the shorter the time horizon. Remember, CogniMATRIX is

investigative methodology, not market research. CogniMATRIX is the total investigation, in classical FBI style:

- **Crime Scene Investigation:** forensic style examination of client and competitors.
- **Interviews:** of key personnel.
- **Analysis:** tools equivalent to law enforcement "SCAN" and other such methods.
- **High level detective work:** resolves issues and results in action.

And what investment?

We designed the system to be cost-effective, both as an analysis and planning method and in terms of the cost of implementing. For a company of the client's complexity and size, with known competitors, the budget will be (quoted) and includes:

- All steps described herein, including Icarus inventory, Persona Credibility Index, Daedalus Deconstruction, CogniMATRIX analysis and planning.
- Principal planner's time and expertise — limited availability, must be scheduled with notice.
- Final written plan and reports.
- Consultation on implementation (6 hours with supplier or internal teams, unlimited if Persona's award-winning teams implement).
- 1/2 due in advance, 1/4 on Icarus Findings, 1/4 on completion.
- Licence to use tactics.
- Licence to use Persona's methods.



CLIENT LIST

Arts and Entertainment

- Academy of Canadian Cinema and Television
- CBC TV
- CFTO TV
- Fox TV
- Gemini Awards
- Genie Awards
- Ontario Arts Council
- Robert Stallman Flutist
- Sony Music
- Stratford Festival

Associations and Charities

- Autism Society of Canada
- Canadian Education Association
- Canadian Figure Skating
- Catholic Church of Canada
- Heritage Foundation
- Hospital for Sick Children
- TSSA
- World Preferred
- Workers' Compensation Board

Consulting and Services

- Andersen Consulting
- Deloitte & Touche
- CCNS, The Information Place
- Centra Gas
- Contemporary Personnel
- Deucalion Disaster Recovery
- Ecrutier
- Home Express
- Market Facts
- Marshall Macklin Monaghan
- National Public Relations
- Hydro
- Profile Investigations
- Tigertel UTR

Distributors and Wholesale

- Accenta
- Letraset
- Lenbrook
- Rodenstock Eyewear

Education

- Ministry of Education
- Ministry of Colleges and Universities
- School Voyagers
- The Winston Academy
- York University

Ecommerce

- Amer.com
- Antiquezen.com
- Cars4u.com
- ecrutier.com

Events

- Autism International Conference
- Christie: Children's Book Awards
- Paris Air Show
- Purina Hall of Fame

Fashion and Accessories

- Lonix
- Parktown Hats
- Urban Warrior
- Zoo T

Finance and Insurance

- Acuity Mutual Funds
- Atlas Mutual Funds
- CIBC
- Comtech Credit Union
- Laurier Life
- Merrill Lynch
- Midland Walwyn
- Montreal Trust
- National Trust
- Royal Insurance
- Retrocom
- Sun Life
- Trout Trading

Food and Beverage

- Appletree Natural Foods
- Becker's Best Cookies
- Coors
- Nestlé
- Foodland Ontario
- Miller Genuine Draft
- Molson Brewery

Government

- Ontario Human Rights Commission
- OMDC (previously OFDC)
- Ontario Ministry of Agriculture and Food
- Ontario Ministry of Citizenship and Immigration
- Ontario Ministry of Community and Social Services
- Ontario Ministry of Culture
- Ontario Ministry of Education
- Ontario Ministry of Economic Development and Trade
- Ontario Ministry of Health
- Ontario Ministry of Training, Colleges and Universities
- Ontario Ministry of Tourism and Recreation
- Senior's Secretariat

Information Technology and High Tech

- 9003 Inc. Aquazon
- Bryker Datasystems
- Castek Software
- Digital Sound
- Hoover & Nebrig
- D-Link
- FTG
- IBM
- Idenovo
- Info
- Insystems
- ISN
- Lean
- LSF Software
- Platform Computing
- Silcom
- SMART
- Soft Smile
- Voice IQ
- Whisper

Manufacturing

- Armor Tile
- Arvin
- Boeing Canada
- Bosch
- Castle Top
- deHaviland
- DSC
- Gescso Industries Inc.
- Engineered Plastics
- Royal Building Systems
- Shilling Optical

Pharmaceutical

- C.E. Jamieson & Co.
- Jamieson Vitamins
- Genpharm
- Propharm

Products

- Chesebrough-Ponds Canada
- Coors Talking Can
- Christie Brown and Co
- Purina
- Q Tips

Publishing

- Buy and Sell Newspaper
- eye
- Penguin/ Viking Books
- Simon & Schuster

Retail

- Fairview Mall
- Canadian Tire
- Loomis + Toles Artsmart
- National Grocers

Real Estate

- Ashton Manor Group
- Cadillac Fairview
- Consilium
- Governor's Hill
- The Richmond
- Tridel

Telcom

- Cable Sat
- Regional Cable TV
- RR Enterprises
- Shaw Fiberlink

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