

Monday, 17 November 2025

Roy Morgan unveils New Zealand's next-generation Helix Personas: ethical segmentation

Roy Morgan today launched the next generation of **Helix Personas New Zealand**, the world's leading psychographic consumer segmentation and data-integration platform. The new Helix Personas gives marketers, agencies and business leaders the most powerful way yet to understand what drives their customers - and convert that insight into measurable growth and stronger marketing ROI.

Why Helix Personas

Helix Personas is the connective tissue for modern marketing - enriching and integrating disparate data sets so teams can see a single, human view of their customers and prospects.

Helix Personas is a powerful psychographic consumer segmentation and data integration tool that combines sophisticated psychographic, attitudinal and behavioural data to classify the New Zealand consumers into 51 unique Personas, grouped into 6 Communities. Helix Personas goes far beyond simple demographics to uncover the values, beliefs and attitudes that predict behaviour - the why behind the buy. By turning deep psychographics into targetable audiences, brands can deliver messages that truly resonate, change behaviour and build long-term loyalty.

Darron Jermy, CEO DataIQ says:

"Since upgrading to the new Helix Personas, our clients have seen a boost in campaign performance. It's not just about targeting look-a-like audiences, they also love using the insights Helix Personas provides to deliver greater relevance and personalisation. That laser-focused targeting means less wastage, faster conversions, and a clear uplift in ROI - proof that values-led psychographics beat demographics every day."

The next-generation Helix Personas helps you

- **Find and grow value:** Identify your most profitable customers and build high-performing ethical models to find more of them
- **Communicate what matters:** Craft creative, messaging and journeys that speak to core human drivers - control, belonging, recognition, status, connection, and security
- **Plan and activate with precision:** Use geo-spatial and audience tools to target the right people, in the right places, at the right moments
- **Unlock your own first-party data:** Enrich CRM/CDP data and bind internal and external sources to reveal what people will buy next
- **Boost ROI while protecting privacy:** Target accurately without exposing personally identifiable information

What's new

- **Enhanced psychographic insights** for richer, more predictive analytics
- **Upgraded geo-spatial mapping** to pinpoint opportunity by location
- **Helix Personas Pixel** for your website to profile every visitor by Helix Personas to understand the real people behind the visit – and tailor your website experience to what truly motivates them

"Demographics alone don't explain why people choose, switch or stay," said Howard Seccombe, Chief Digital Officer, Roy Morgan:

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"The new Helix Personas reveals what New Zealanders value and how to influence them—so every creative choice, media dollar, and product decision works harder. And because it's built to enrich first-party data without exposing PII, it's the right growth engine for a privacy-first world."

Built for today's privacy reality

With regulatory change and signal loss reshaping digital marketing, Helix Personas enables privacy-compliant, ethical targeting using the richness of your own first-party data—no third-party cookies or personal identifiers required.

For comments or more information please contact:

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Available now

The fully updated Helix Personas platform is available immediately. All existing subscribers will be upgraded automatically.

To arrange a briefing of Helix Personas New Zealand, call (+61) (3) 9629 6888 or email askroymorgan@roymorgan.com.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full-service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 80 years' experience in collecting objective, independent information on consumers.

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