



# **ALETHEIA VALUES-BASED APPROACH**

## **The Key to Unlocking More Strategic Campaigns**





# VALUES-BASED APPROACH

As the **leading values-based intelligence agency**, Aletheia knows that inspiring people to take action — especially when addressing generational and cultural barriers — begins with truly understanding what motivates them. Our proprietary **Truth Method™** is a strategic framework designed to uncover those motivations and translate human insight into measurable outcomes.

We begin by aligning with your team to define what success looks like, ensuring every strategy and tactic supports your business & marketing objectives. Then, we combine deep audience intelligence and values-based message refinement — powered by our **Pluralytics™** platform — to craft campaigns that speak to the right people, in the right places, at the right times.

Rather than treating media planning as a final step, we view it as the natural culmination of everything we've learned about your audience and what moves them to act. And because behavior and circumstances evolve, we continuously monitor, evaluate, and optimize your campaigns in real time — ensuring they remain efficient, impactful, and aligned with your goals.

Our integrated process ensures your media strategy is as **dynamic, inclusive, and data-driven** as the communities you serve — delivering measurable results today, and laying the foundation for stronger engagement tomorrow.

## The Moment of Truth™



Discover



Create



Activate



Evaluate

# APPROACH TO AUDIENCE RESEARCH

## The Transformative Power of Values

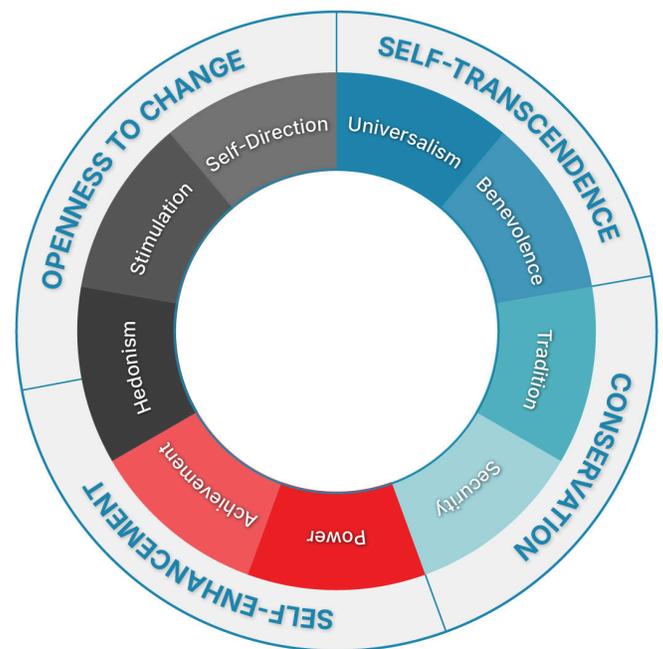
Instead of guessing what motivates someone to buy or engage, we'll measure it. Using our exclusive research **values-based methodology**, we'll identify the core emotional drivers that motivate your unique target audience.

Aletheia is a pioneer in values-based consumer research. Using Shalom Schwartz's theory of basic human values as a foundation, our **trailblazing team of behavioral scientists**--led by values-based marketing expert Dr. Colleen Howell--combines psychology, AI, and more than 20 years of proprietary respondent data to understand, predict how people will behave.

Armed with this knowledge, we will use our **Pluralytics™ ValuesFinder™** content intelligence platform to inform creative strategy and guide the development of marketing messages that resonate across demographics. Pluralytics provides powerful, data-driven insights on language, imagery, and video to predict how likely messaging is to resonate with different generational targets or multicultural audiences to deepen connection and drive up your content performance as much as **+30%**.

Our values-based research is grounded in rigorous, custom survey methodologies and designed to remove the guesswork from strategic planning. We'll apply what we learn about audience values attributes across segmentation, messaging, and media strategy. The result: communication that resonates on a deeper level, inspires trust, drives action, and reaches audiences at precisely the right moment in their journey.

Understanding what motivates people through the power of **human values.**



**In behavioral science, understanding an individual's core values is essential to fostering deeper connections and meaningful engagement.**

Predict Customer Behavior

Create Powerful Messaging

Improve Media Performance

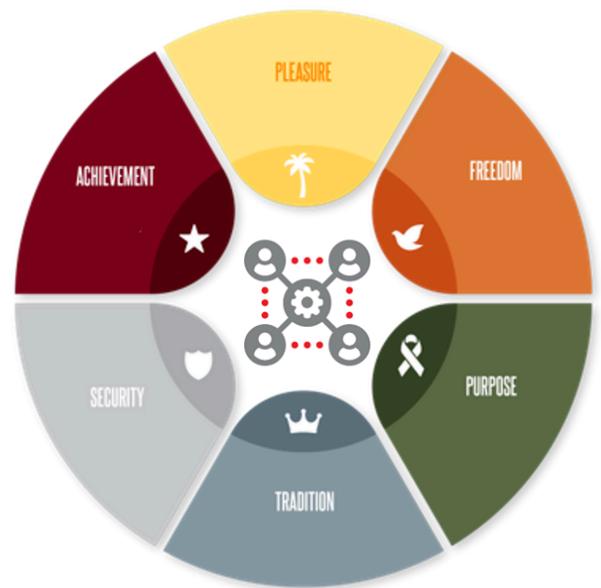
# VALUETYPES: REVEALING WHAT **MOVITATES** PEOPLE

OUR PROPRIETARY VALUES-BASED MARKETING RESEARCH CONNECTS YOU TO THE CORE MOTIVATIONS THAT DRIVE CONSUMER LOYALTY AND PURCHASE DECISIONS.

EXPANDING ON THE UNIVERSAL VALUES MODEL AS A FOUNDATION, OUR BEHAVIORAL SCIENTISTS **COMBINE PSYCHOLOGY, AI, AND MORE** THAN 20 YEARS OF **PROPRIETARY RESPONDENT DATA** TO PREDICT HOW CONSUMERS WILL BEHAVE.

## WHAT CAN **VALUES** DO FOR YOUR BRAND?

- **PREDICT CUSTOMER BEHAVIOR:**  
Identifying your key customers' ValuesType provides insight into their purchasing habits, brand loyalty, & preferences.
- **CREATE POWERFUL CONNECTIONS:**  
Connect on a deeper level by aligning your creative with the ValuesTypes of your target audience.
- **UNLOCK MARKETING EFFICIENCIES:**  
Improve media performance by building campaigns optimized to your unique audience.

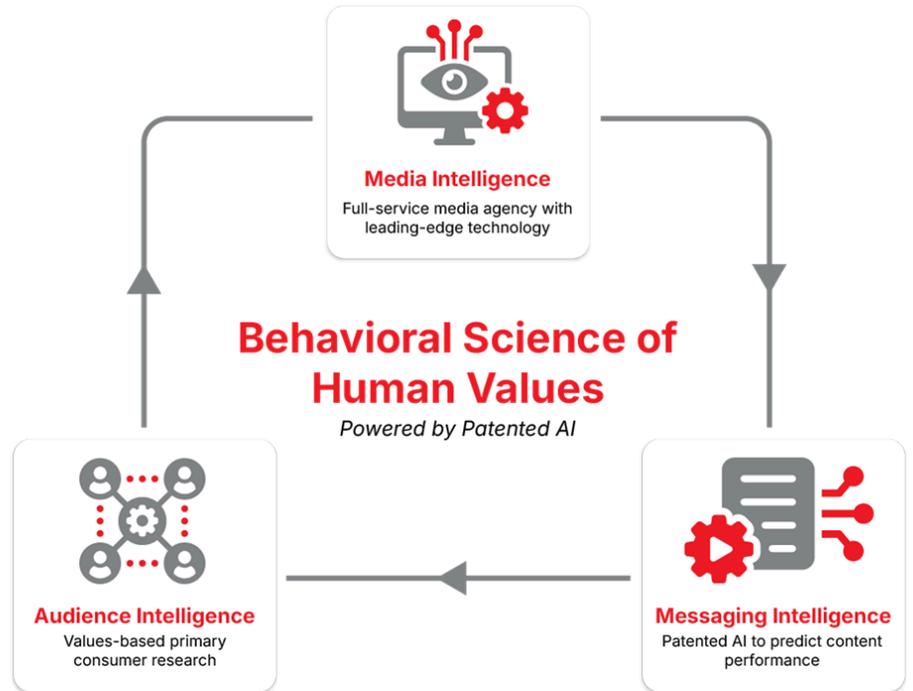


THE SIX VALUETYPES  
IDENTIFIED AS THE CORE  
MOTIVATIONS MOST  
PREDICTIVE OF HUMAN  
BEHAVIOR

# CONNECTING AUDIENCES TO MESSAGING

Whether it's one message or millions, we predict, measure, & activate performance.

Our AI aligns **audiences, content, & media** by measuring and analyzing values, tone, & other signals to uncover **what works and why.**



## pluralytics

Our **ground-breaking content intelligence platform** integrates audience, messaging & media intelligence, powered by the behavioral science of values.

We bring leading AI & machine learning technologists, highly valuable and patented IP, & a fully scalable AI platform that **analyzes copy, images & video** to drive messaging success with target audiences.

We help brands understand why people respond to messaging based on what motivates them to make decisions. Our behavioral science & proprietary AI put our clients on the leading edge to **improve business outcomes.**

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**When you speak to someone in the language of their values, you deepen connection.**

# VALUES VOICES: SPEAKING TO WHAT MOVITATES PEOPLE

OUR VALUES SIGNALS CONNECT WITH ANY TARGET AUDIENCE - MATCH NEARLY ANY GROUP OR PERSONA TO OUR GROUNDBREAKING AI & BEHAVIORAL SCIENCE MODELS.

KEY LINGUISTIC THEMES & LANGUAGE PATTERNS ARE CORRELATED WITH VALUES SEGMENTS FOR APPEAL.



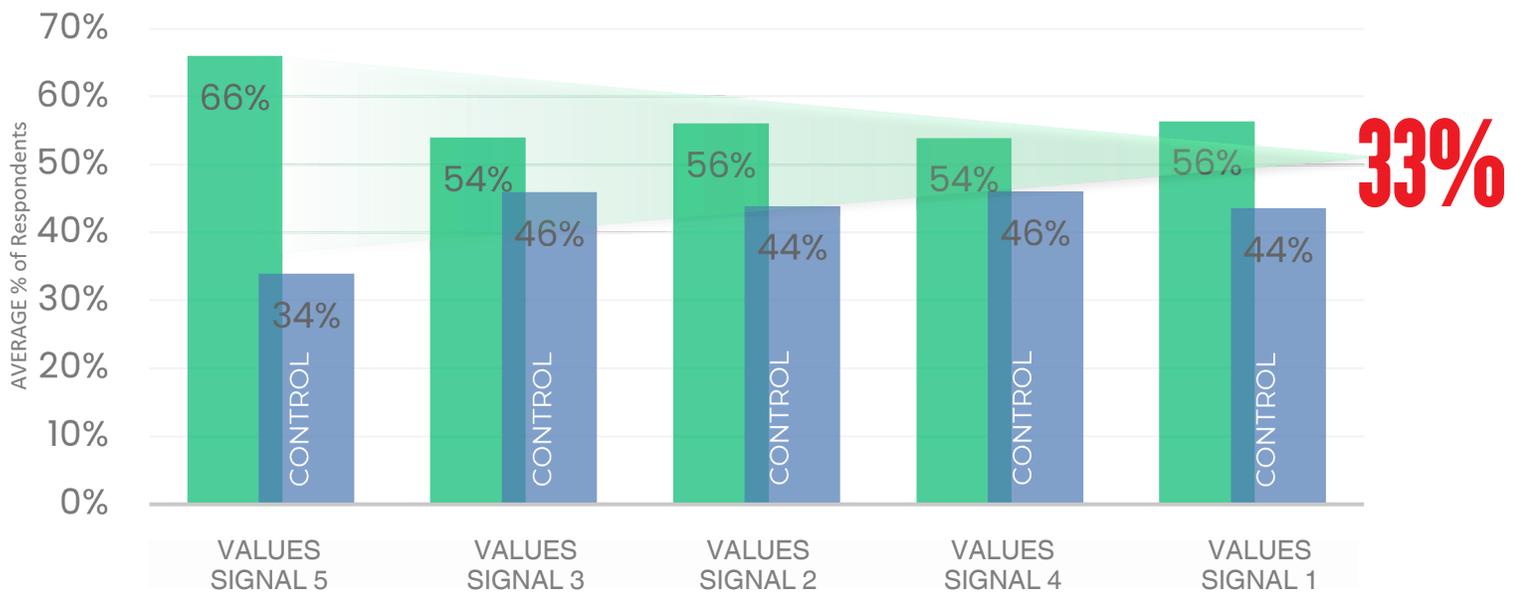


# WHY VALUES?

TARGET AUDIENCES  
PREFERRED OPTIMIZED  
COPY **33% MORE**  
THAN CONTROLS

## RESPONDENTS SELECTED THE LANGUAGE THAT APPEALED TO THEM MOST

% OF SEGMENT RESPONDENTS WHO PREFERRED OPTIMIZATION VS CONTROL



+/- 8% Margin of Error, 546 Respondents, answers randomized