

The **CHALLENGE** from Mitos Relocation Solutions...
"We need to better understand our customers and prospects, NOW"

HUMBUG

- "We think they look like this:*

 - Aged 60-68, likely with a partner
 - May/may not have adult children
 - Not necessarily retired but if they are, have a pension income
 - Own their home
 - Positive, curious, healthy, active
- ...and these are the marketing channels we use to target them:*

 - RFA referrals
 - Google search ads
 - Facebook
 - YouTube"

The **Humbug APPROACH...**

1. Combine data, experience, AI and collaboration to create NEW BIG IDEAS



Starting with Ozzy Lite, we mapped their customer profile against over 1 million proprietary data points, using 6 lenses to produce an enhanced profile for delivering more effective advertising.



The **RESULT...**

Their customers behave like an Ozzy 5*...	...with the social values of a Pioneer**
Aged under 75	Concerned about the environment, society, world poverty, etc.
Good health but not overly active	Always looking for new questions and answers
Cash to spend	Strong internal sense of what is right and what is wrong
Advertising and related brand purchase decisions are not that important to them	Strong desire for fairness, justice and equality
No standout features around their digital device usage	Self-assured and sense of self-agency
Key life events ahead generally more positive, life settling down, with plenty that will trigger increased spend on non-essential items	Generally positive about change, if it seems worthwhile
Climate change yet to impact on purchase behaviour	Cautiously optimistic about the future

**1,000 consumers (b.1946-64) asked forty questions around wellbeing, life events, disposable spend, media usage and trust, brand loyalty, advertising engagement and digital habits, providing over 1 million data points, segmented to create 6 unique profiles for targeting purposes. **Each Ozzy segment also features Cultural Dynamics proprietary Value Modes segmentation analysis using decades of British Values Survey data.*

2. We shared the new customer profile in advance of The Real Deal Workshop; 3 hours of IDEATION, which then delivered...

- 5 central theme ideas – 1 AGREED!
- New consumer proposition ideas
- A new message delivery strategy
- A new media channel focus
- A brand book with Golden Rules
- And 20 marketing ideas documented for internal review

3. And an evidence-based recommendation for a strategic shift in communicating with customers...

Core customer attributes:	Values-driven, anti marketing, skeptical
Decision style:	Self-directed, will not be pushed
Trust drivers:	Integrity, authenticity, no sales feel
Information channel usage:	Audio, PR, word-of-mouth, print
Proposition:	Guide thinking, not sell
Content style:	Documentary, founder-led, 'real'
Key tension:	Tendency to reject marketing
Strategic shift:	Campaign marketing to relationship building

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What worked for us was the collaborative approach throughout – Humbug brought us into the process. The involvement in the methodology used to refine our customer profile, leading into the workshop was perfect.

Federica Grazi and Antoine Ballu, May 2026
Founders of Mitos Relocation Solutions

The Real Deal Workshop helped us simplify our communication approach in a science-backed way, primarily communicating to a single customer profile. That's a heuristic that genuinely simplifies our marketing strategy.

We particularly valued the openness throughout and how Humbug made us active participants in building the solution rather than passive recipients.

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All done in less than 3 weeks!

Contact us to discover more about what our unique insight tools and approach can do for your business.

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