

1. Could you describe PSYfiers company? What is your main focus?

PSYfiers is an HR consulting and communication agency located in Germany and Czech Republic. We help companies to recruit new employees on any level, who not only fulfill qualification and skill requirements, but also match the personalities in the team they will join. We add a „3rd dimension“ of job candidates' profile and can generate deeper insights for the HR team, who have to meet the decision about hiring someone. To achieve that we use a visual online test that enables to bypass the consciousness and therefore allows the view into the structure of the subconscious of a candidate. For advertising and communication, we use the same tool, but identify the majority of personality types within a target group of a brand or a product. In accordance to these insights we twist the design and the tonality of creative concepts towards in a way that the target group resonates best to the communication campaign they perceive. This enhances the interest of the target group, creates the desire to purchase faster, hence the conversion rate goes up. We offer both the analysis of employment candidates and target group, as well as we create the employer branding and the communication to achieve the requested targets.

2. How did you discover the connection between MBTI and perceiving advertising?

We recognized that the brain of human beings filters information accordingly to the predominated constitution of the subconsciousness. This determines, if a person feels good or not. The human brain strives continuously for well-being, as it is not only the most busy organ in our body, but also the laziest one. As soon as it assumes complexity it reduces the perceived information regarding two basic factors: information depth, and information structure. The brain starts mirroring the perceived information with the subconscious precondition (e.g. „To feel good I need a high information depth and lots of structure“). Based on this interest is generated, or – not. Now, watching communication is a challenge these days, because we have to process about 4.500 impulses per day. The consequence of our lazy brain is to set up filters of perception. These filters reduce the number of information that has to be compared with the subconscious pre-condition, and then processed towards to the decision, to follow up further or to dismiss the input. As soon as communication/advertising is very similar to the subconscious pre-condition of a human being, we evade the filters and maximize the chance to convert perception into interest into desire into purchase action.

3. Could you depict the main 4 typologies and the way how you break it down to 16 personality typologies?

We cluster the four main typologies along the above mentioned factors, information depth and structure. If these needs are served the way that matches the subconscious precondition of a person, well-being and lowest effort for the brain is achieved, and therefore the goal of the brain to minimize effort is also given. Based on this four main typologies derive:

ANALYST's need to feel good and motivated:

Lots of need for information, and lots of need for structure

ENGINEER's need to feel good and motivated:

Little need for information, lots of need for structure resp. a framework

RELATIONSHIP PERSON's need to feel good and motivated:

Lots of need for information, little need for structure

CREATIVE's need to feel good and motivated:

Little need for information, little need for structure

Each of these four main typologies are divided into four further sub typologies, but differ only in the degree of the main needs, however, are very similar to each other.

4. How do individual types respond to advertising messages?

Basically, we match the main needs of a typology, how we set up the communication message. Given an identified target group of ANALYSTs, we know that these people feel attracted from lots of information and lots of structure. Their filters exclude everything that does not promise a required depth of information or appears to be unstructured and not clear at first sight. It will therefore be smart to communicate with these guys in serving the first impression that there is lots more information to find. Said so, an advertising message evades the filter system of an analyst, when it has no space for interpretation and is already detailed. Visually it demands lots of text, tables, very few pictures, and if though, infographics with detailed explanations and remarks will be „attractive“ and „promising“ for these people.

5. How much this tool can help increase customer engagement?

Customer engagement is determined by the degree of interest that we can create. In responding with a design and with an amount of text and specific characteristics of words we use, we evade the perception filters and therefore maximize the potential of people being interested in a product or service offer. This approach will therefore turn prospects into customers by presenting our product or service offer in a way that they will be interested at first sight.

6. With your know-how what can you change in advertising visual?

Generally, advertising visuals base on a Corporate Design and also on a Corporate Identity. Understanding that a company's target group responds to specific design styles, forms, colors, words and the combination of all components of advertising materials we can use this know-how of the target group's perception preferences and create advertising visuals in a way that the target group will identify fastly with them.