



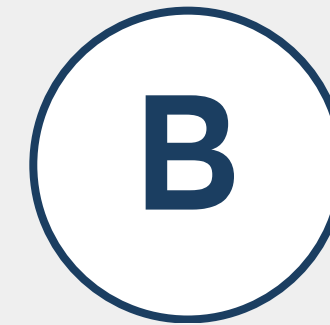
MESSAGE TESTING **WITH AI PERSONAS**

Persura.ai

Make a distinction between:



Consequential queries
→ Accuracy, facts



Open queries
→ Creativity, new ideas



Why test a message?

Why test a message?

Resonance

Impact

Change

The recipient of the
message is always...

The recipient of the message is always...

A person(a).

A group.



Ursula von der Leyen

President of the European Commission

Select



Teresa Ribera Rodríguez

Executive Vice-President for Clean, Just and
Competitive Transition

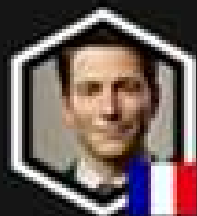
Select



Henna Virkkunen

Executive Vice-President for Tech Sovereignty,
Security and Democracy

Select



Stéphane Séjourné

Executive Vice-President for Prosperity and
Industrial Strategy

Select



Kaja Kallas

High Representative for Foreign Affairs and
Security Policy and Vice-President of the
European Commission

Select



Roxana Mînzatu

Executive Vice-President for People, Skills and
Preparedness

Select



Raffaele Fitto

Executive Vice-President for Cohesion and
Reforms

Select



Maroš Šefčovič

Commissioner for Trade and Economic Security;
Interinstitutional Relations and Transparency

Select



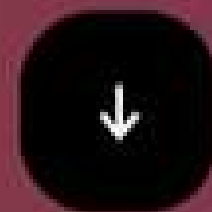
Valdis Dombrovskis

Commissioner for Economy and Productivity;
Implementation and Simplification

Select



NOW IT'S YOUR TURN TO
TALK TO THE NEXT
EUROPEAN
COMMISSIONERS



Persuasion vs. Manipulation vs. Propaganda



Persuasion



Manipulation



Propaganda

DEFINITION & NATURE	Transparent Respectful Builds trust	Hides truth Exploits emotions/vulnerabilities	Large-scale manipulation
INTENT & APPROACH	Guide choice, let them decide	Push choice, restrict freedom of choice	Shapes mass opinion by skewed, one-sided narratives
ETHICS	Honest, respects autonomy	Self-serving, overrides autonomy	Often presented as rational, but still biased
IMPACT ON RELATIONSHIPS	Strengthens long-term trust	Damages trust once discovered	Influences collective belief, may harm social trust
ROLE OF EMOTIONS	Balance of rational + emotional appeals	Relies heavily on emotion to cloud judgment	Uses strong emotions (fear, patriotism, anger)
TRANSPARENCY / INFORMED CONSENT	Full picture, informed consent	Partial info, nudging without clarity	One-sided information presented as truth

The Challenge.

How do you do message testing?

The Challenge.

How do you do message testing?

**Experience
& intuition**

**Focus groups
& polling**

**Online
surveys**

**Large
A/B tests**

The Challenge.

*How do you do message testing
on a limited budget?*

**Experience
& intuition**

**Focus groups
& polling**

**Online
surveys**

**Large
A/B tests**

The main challenge

What describes a person
...in their attitude towards a particular message?

The main challenge

What describes a person...
...in their attitude towards a particular message?

Demographics

**Psychological
traits, values,
habits,
personality**

Attitudes, peer
pressure, life
events

Context and
current events

+1

How do you validate your assumptions?

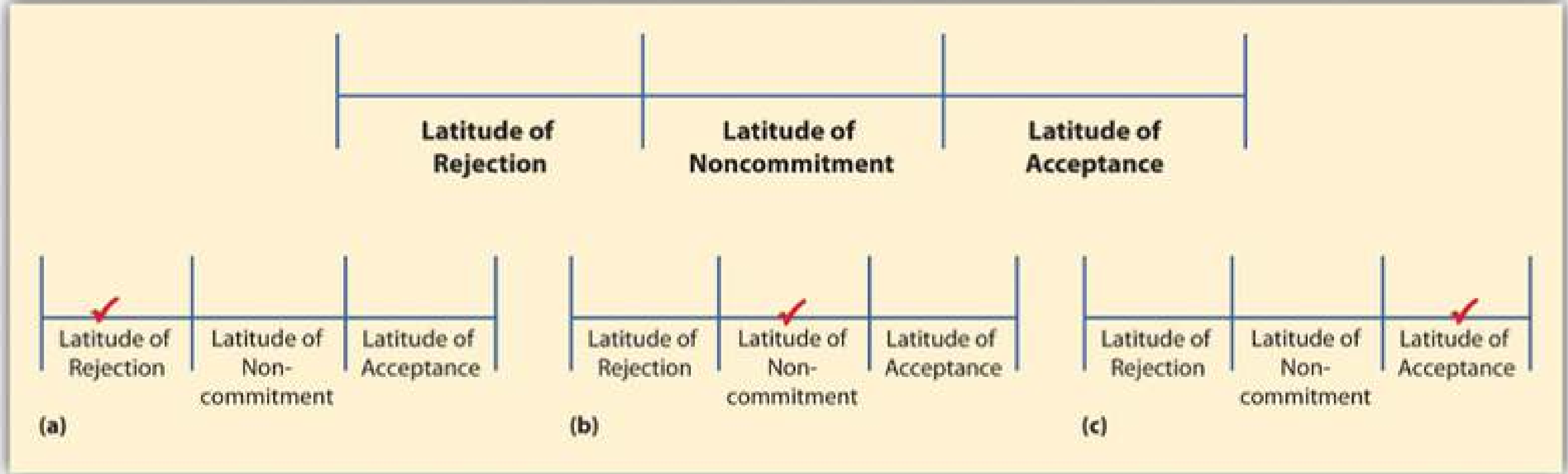
Replicate real-life individuals

Test how the AI vs. real-life would react

Simply try and refine.

More context, more variables, better prioritization of attributes.

Persuasion depends on attitude.



Muzafer Sherif and Carl Hovland: Social judgment theory

Prototype

EU Public Affairs - TRS

How to use

1. Provide client information and message for evaluation
2. Select virtual persona(s) or cohorts to provide feedback
3. Select feedback type:
 - Individual (1st person feedback from each selected persona/cohort)
 - Aggregated (feedback summary report for all selected personas) - available only for personas
4. Get selected feedback based on provided information and selected personas/cohorts
5. Get message customization suggestions for better resonance



All rights reserved



EU Public Affairs



AI Virtual Personas & Focus Groups

Virtual Personas & Cohorts

Select Audience Group

☒ Stakeholder Personas ☐ EU Personas ☐ Cohorts



Sophie Durand

Sophie Durand is a 30-year-old French corporate lobbyist with 8 years of experience in European affairs, aligning with Renew Europe and holding liberal social and center-right economic views. She strongly supports EU integration, environmental concerns, and globalization, with a positive stance on immigration.

View persona

Edit persona



Luca Romano

Luca Romano is a 45-year-old Italian administrator in a pharma company with 12 years of experience in European affairs, affiliated with the Progressive Alliance of Socialists and Democrats. He holds left-wing economic views, strongly supports EU integration, globalization, and immigration, and is deeply concerned about environmental issues.

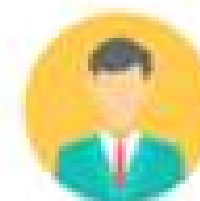
View persona

Edit persona



Claire Dubois

Claire Dubois is a 38-year-old corporate lobbyist from Belgium, affiliated with the European People's Party, and holding conservative social and center-right economic views. She supports EU integration, has a positive outlook on globalization, is concerned about environmental issues, and possesses advanced knowledge of EU policies.



Javier Sanchez

Javier Sanchez is a 29-year-old Spanish NGO activist with 5 years of experience in European affairs, affiliated with the Greens/EFA, holding liberal social and center-left economic views. He strongly supports environmental causes, EU integration, and immigration, and has intermediate knowledge of EU policies.

View persona

Virtual Pe

Select Audience Group

☒ Stakeholder Pers



Sophie Durand

Demographic Attributes:

- Name: Sophie Durand
- Age: 30
- Gender: Female
- Nationality: France
- Marital Status: Single
- Number of Children: 0

Culture Map Attributes:

- Trust Style: Relationship-oriented, personal connections important
- Attitude Towards Hierarchy: Hierarchical, clear respect for authority

Socio-Economic Attributes:

- Employment Sector: Private corporation
- Years of Experience in European Affairs: 8

Professional Attributes:

- Role in Organization: Corporate lobbyist
- Political Affiliation: Supporter of Renew Europe

Psycho-Social Attributes:

- Political Views (Social Issues): Liberal
- Political Views (Economic Issues): Center-right

Personal Attributes:

- Language Proficiency: English

Additional Attributes:

- Opinion on EU Integration: Strongly support
- Stance on Environmental Issues: Strongly concerned
- Views on Globalization: Positive
- Attitude Towards Immigration: Supportive
- Advocacy Experience: Limited
- Knowledge of EU Policies: Advanced

affiliated with the European People's Party, and holding conservative social and center-right economic views. She supports



experience in holding libera

Definition : what is a lobbyist?

Virtual Person

Select Audience Group

☒ Stakeholder Person



Sophie Durand

Demographic Attributes:

- Name: Sophie Durand
- Age: 30
- Gender: Female
- Nationality: France
- Marital Status: Single
- Number of Children: 0

Culture Map Attributes:

- Trust Style: Relationship-oriented, personal connections important
- Attitude Towards Hierarchy: Hierarchical, clear respect for authority

Socio-Economic Attributes:

- Employment Sector: Private corporation
- Years of Experience in European Affairs: 8

Professional Attributes:

- Role in Organization: Corporate lobbyist
- Political Affiliation: Supporter of Renew Europe

Psycho-Social Attributes:

- Political Views (Social Issues): Liberal
- Political Views (Economic Issues): Center-right

Personal Attributes:

- Language Proficiency: English

Additional Attributes:

- Opinion on EU Integration: Strongly support
- Stance on Environmental Issues: Strongly concerned
- Views on Globalization: Positive
- Attitude Towards Immigration: Supportive
- Advocacy Experience: Limited
- Knowledge of EU Policies: Advanced



affiliated with the European People's Party, and holding conservative social and center-right economic views. She supports



experience in holding libera

Who runs the campaign?

Select client type

Association

Provide client sector

Soft drinks

12/50

Enter brief client description

UNESDA Soft Drinks Europe is the Brussels-based trade association representing the non-alcoholic beverages sector. Its membership comprises 12 companies and 27 national associations from across Europe.

201/250

Select message type to be tested

☐ Short Slogan ☒ Statement ☐ Document

Enter statement/moto to be tested

To meet the changing consumer needs and promote healthier lifestyles by offering healthier drink options and supporting the moderate consumption of soft drinks.

160/250

Select persona(s) to give feedback

Claire Dubois x

Jan Kowalski x

Ingrid Svensson x



Personas Group

Claire Dubois is a 38-year-old corporate lobbyist from Belgium. Jan Kowalski is a 27-year-old Polish researcher. Ingrid Svensson is a 42-year-old Swedish civil society advocate.

Select feedback type

Individual

Apply persuasion/communication framework

☐ Cialdini's persuasion and pre-suasion principles

☐ Behavioral Economics

☐ Made to Stick's Success Framework

☐ Moral Foundations Theory

Claire Dubois' Feedback

"I appreciate that the statement from UNESDA Soft Drinks Europe is addressing the need for healthier options and promoting moderation, which resonates with my concern for health and well-being. However, as someone supportive of environmental sustainability, I would like to see a stronger emphasis on the environmental impact of soft drink production and packaging. The best way to persuade me about your statement is to elaborate on specific measures that ensure your production processes are environmentally friendly and how you plan to incorporate sustainable practices into your operations."

Statement Customization Recommendation

- **Emphasize Environmental Commitment:** Include a commitment to reducing carbon footprint and improving recycling efforts in production and packaging. This aligns with my concern for environmental issues and would demonstrate a broader responsibility beyond consumer health.
- **Highlight Collaboration with Health Organizations:** Mention partnerships with health and nutrition experts to develop and promote your healthier drink options, which would add credibility and align with respect for expertise.
- **Communicate Transparency:** Assure transparency about the ingredients and sourcing practices of your products. This would build trust and resonate with my relationship-oriented trust style.

Statement Customization Recommendation

- **Emphasize Environmental Commitment:** Include a commitment to reducing carbon footprint and improving recycling efforts in production and packaging. This aligns with my concern for environmental issues and would demonstrate a broader responsibility beyond consumer health.
- **Highlight Collaboration with Health Organizations:** Mention partnerships with health and nutrition experts to develop and promote your healthier drink options, which would add credibility and align with respect for expertise.
- **Communicate Transparency:** Assure transparency about the ingredients and sourcing practices of your products. This would build trust and resonate with my relationship-oriented trust style.

What are the 4 best frameworks for persuasive communication in a B2B context?



1. 6 P's Framework

- Purpose: Clearly define the specific goal for your message or conversation.
- People: Understand your audience's motivations and tailor your message accordingly.
- Proof: Support claims with hard evidence like metrics, case studies, and third-party references.

2. PASTOR Method

- Problem: Identify the key pain points your audience faces.
- Transformation: Present a solution that changes the current situation positively.
- Response: Close with a clear and compelling call-to-action.

3. PAS (Problem-Agitate-Solve)

- Problem: Highlight a specific problem your audience relates to.
- Agitate: Emphasize the negative impact of not addressing the problem.
- Solve: Offer your product or service as the solution.

4. PPPP Framework (Picture, Promise, Prove, Push)

- Picture: Paint a vivid picture of success or improved outcomes.

Persuasion Communication Frameworks

Simple

- **Current Statement:** The message is straightforward about promoting healthier lifestyles.
- **Improvement:** Simplify the message further by focusing on one main goal, such as "Healthier drinks, healthier planet."

Unexpected

- **Current Statement:** Lacks an element of surprise.
- **Improvement:** Introduce an unexpected fact or statistic about your efforts to reduce sugar content or environmental impact to grab attention.

Concrete

- **Current Statement:** General in terms of actions taken.
- **Improvement:** Provide concrete examples or numbers, such as "We aim to reduce sugar content by X% by 2025."

Credible

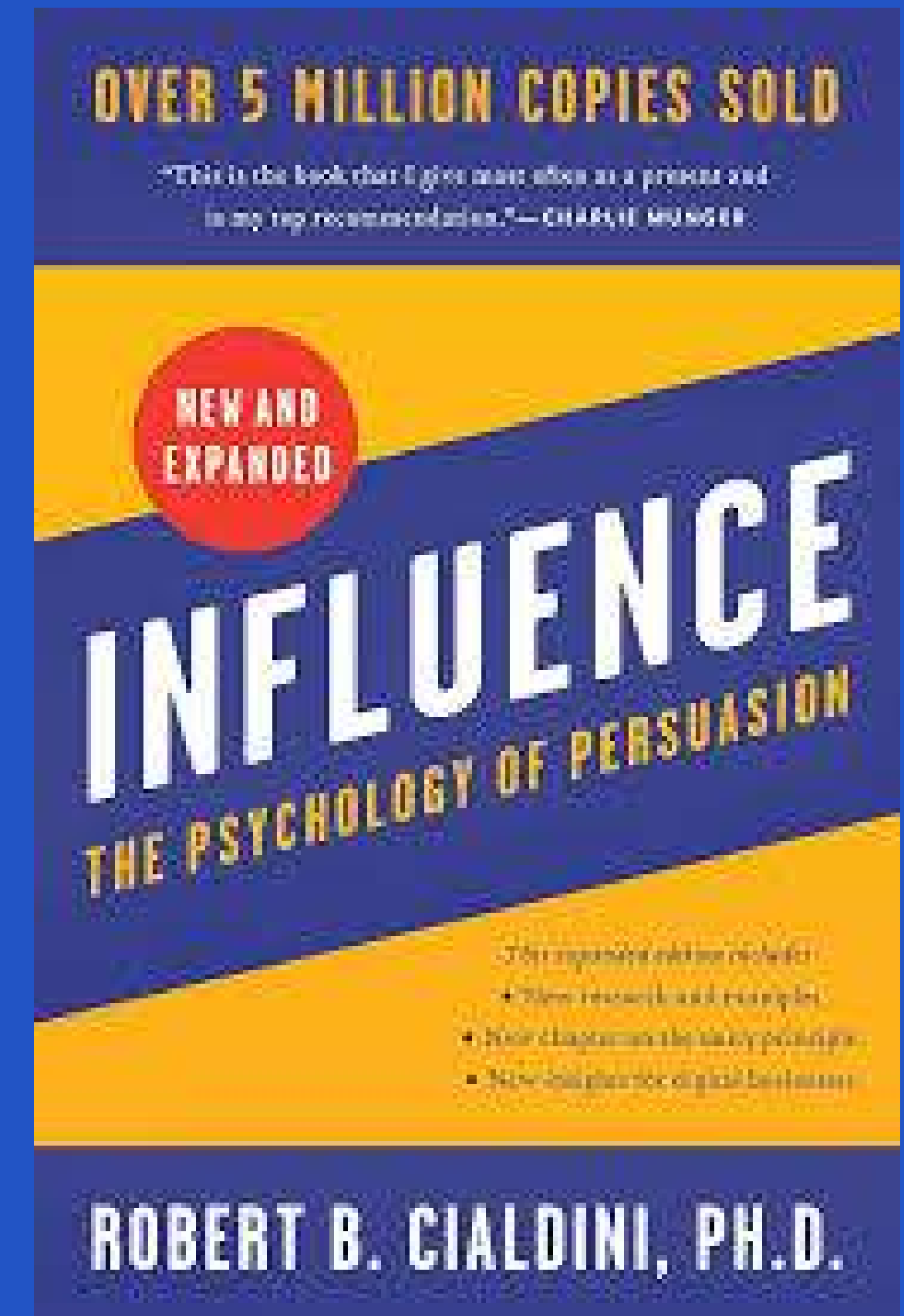
- **Current Statement:** Relies on general commitments.

Cialdini's Persuasion and Pre-Suasion Principles

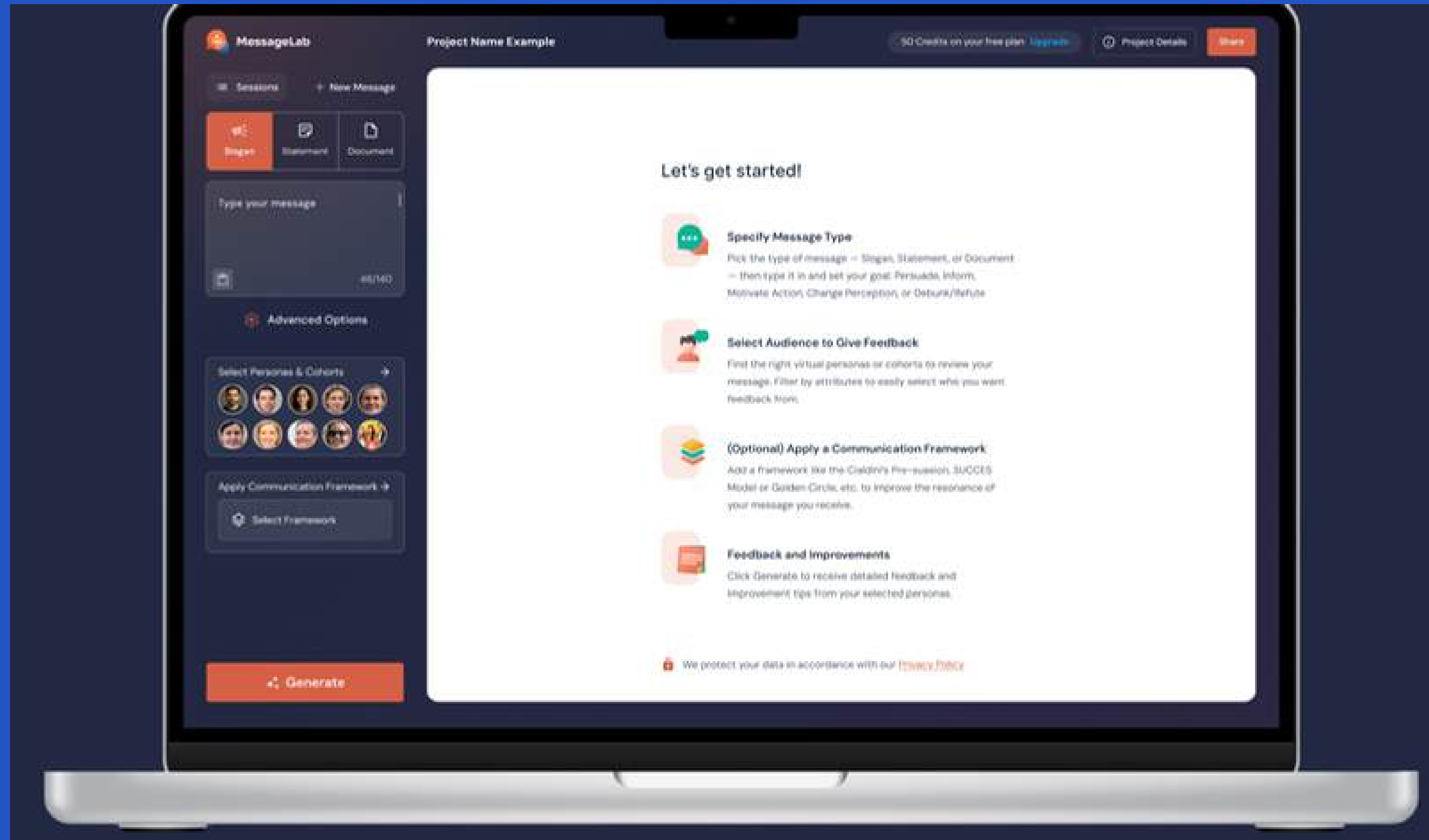
- **Authority:** The document references the European Commission's report, leveraging authority to support its claims. To improve, it could cite more authoritative studies or experts in public health to bolster its arguments further.
- **Reciprocity:** The document mentions the industry's efforts in reducing sugar and promoting healthier options, appealing to reciprocity by highlighting voluntary commitments. Strengthening this by offering more concrete commitments could enhance persuasion.

Behavioral Economics

- **Nudging:** The document discusses reformulation and smaller pack sizes as industry efforts to nudge consumer behavior. To improve, it could provide evidence of the effectiveness of these nudges in changing consumer habits to support its claims.
- **Framing:** The document frames taxation as ineffective. However, reframing it as part of a multi-faceted approach to health could align better with behavioral economics by reducing resistance and increasing acceptance of taxation as one of several solutions.



Persura.ai



By Audience

All Audiences

Filter by Persona Attributes

Add Filters

Describe the personas you're looking for (e.g. I want 29 years old EU Personas)

Apply Smart Filter

Select Personas & Cohorts

You've Added 0 of 5 Audience Personas

MessageLab

Suggested for you

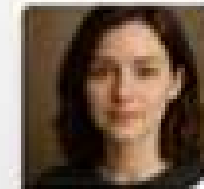
All

Personas

Cohorts

40 Personas & Cohorts

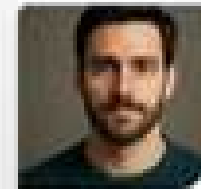
Sort by Most Relevant



Emma Johnson
29, School Teacher

Germany • Dutch

Friendly and empathetic, Emma is the kind of person everyone feels comfortable around. She's a natural listener and loves supporting her friends and family.



James Anderson
42, Software Engineer

United Kingdom • English

Focused and innovative, James is always working on the next tech breakthrough. He enjoys quiet Organizations and deep problem-solving.



Liam Patel
35, Entrepreneur

United Kingdom • English

Bold and confident, Liam loves building businesses from scratch. He's a natural risk-taker with a passion for success.



Aisha Khan
31, Data Analyst

Germany • Dutch

Calm and empathetic, Aisha is a trusted figure in her community. She's deeply compassionate and dedicated to helping others heal.



Elijah Brown
33, UX Designer

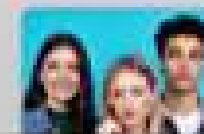
United Kingdom • English

Focused and innovative, James is always working on the next tech breakthrough. He enjoys quiet Organizations and deep problem-solving.



Pro-EU Consensus Builders
30-40 influencers

This cohort is composed of educated, upper-middle to upper socio-economic status Europeans with diverse professional backgrounds, predominantly in lobbying.



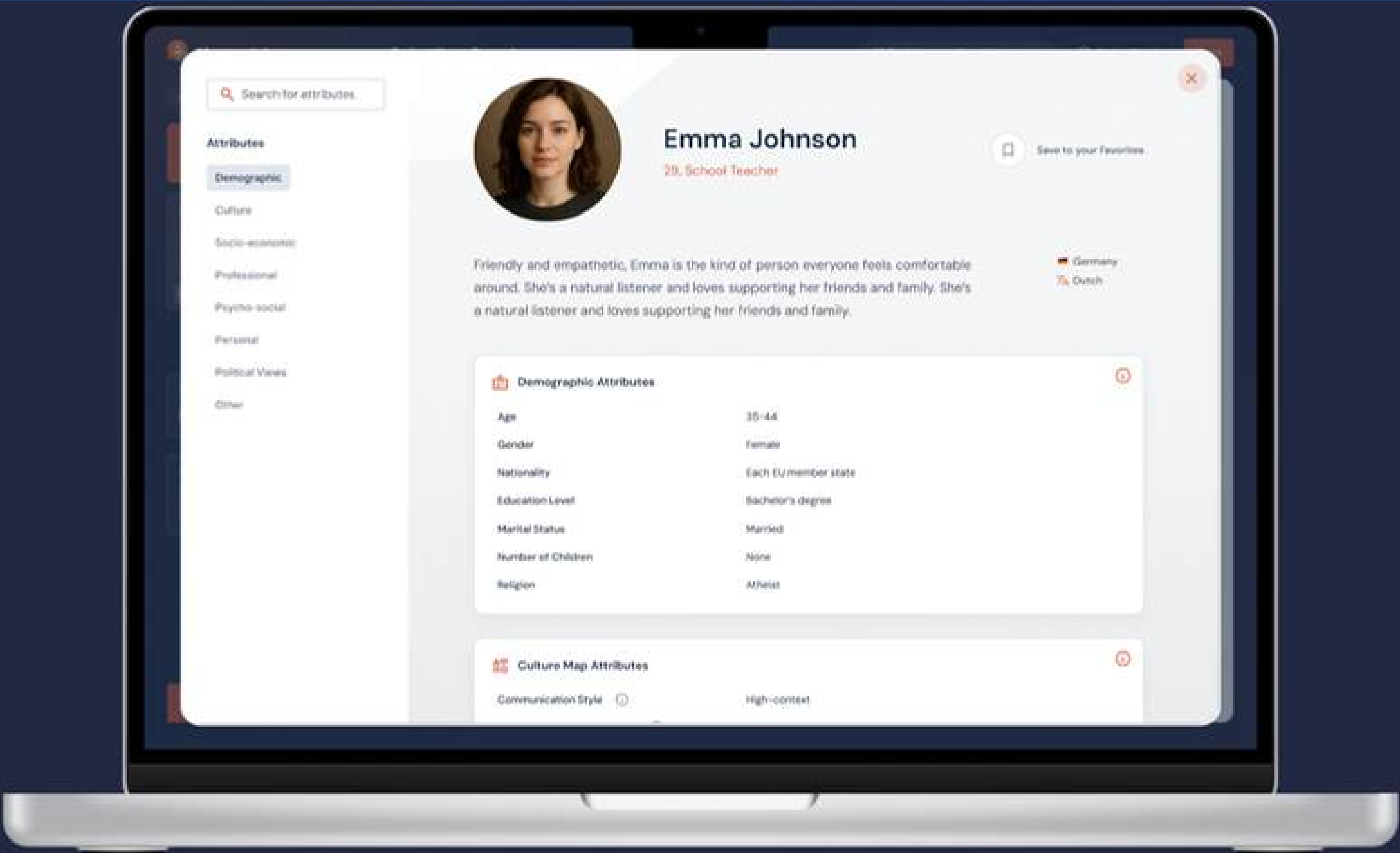
Pro-EU Consensus Builders



Pro-EU Consensus Builders



Pro-EU Consensus Builders



Search for attributes

Attributes

Demographic

Culture

Socio-economic

Professional

Psycho-social

Personal

Political Views

Other



Emma Johnson

29, School Teacher



Save to your Favorites

Friendly and empathetic, Emma is the kind of person everyone feels comfortable around. She's a natural listener and loves supporting her friends and family. She's a natural listener and loves supporting her friends and family.

Germany

Dutch

Demographic Attributes

Age	35-44
Gender	Female
Nationality	Each EU member state
Education Level	Bachelor's degree
Marital Status	Married
Number of Children	None
Religion	Atheist

Culture Map Attributes

Communication Style	High-context
---------------------	--------------

Search for attributes

Attributes

Core Identity

Key Concerns & Priorities

Communication Preferences

Potential Sensitivities

Political Messaging

Emotional & Behavioral

Media & Community



Pro-EU Consensus Builders

30-40, Influencers

Save to your favorites

Friendly and empathetic, Emma is the kind of person everyone feels comfortable around. She's a natural listener and loves supporting her friends and family. She's a natural listener and loves supporting her friends and family.

Europe

En, Ig, De, Fr +6

Core Identity

Country or Region

Europe

Demographics

Middle-aged to elderly, rural-urban mix

Profession

Agriculture, trades, small business, public sector

Lifestyle

Traditional family life, strong local ties

Cultural Influences

Catholicism, regional pride, family heritage

Values

Order, tradition, faith, self-reliance

Political leanings

Right-wing, regionalist, pro-family policies

Voting history

Loyal to PP or Vox recently

Key Concerns & Priorities

What are the most common generational experiences and characteristics of those born in Vilnius between 1995 and 2005 ? Use bullet points



What are the most common generational experiences and characteristics of those born in Vilnius between 1995 and 2005 ? Use bullet points



What would be an accurate description of the psychological, sociological and demographic profile of the attendees at Vilnius's AI Summit (<https://aisummiteurope.eu/>). Make reasonable assumptions. Give me 10 bullet points that are helpful to target them with marketing messages to join the event in 2026 again.



1. Highly educated professionals and experts in AI, informatics, data science, and related tech fields. Many hold senior or academic positions such as university deans or CEOs in AI startups. ai
2. Age range skewed towards young to middle-aged adults (30-50 years), reflecting a professional and entrepreneurial demographic passionate about AI innovation.
3. Geographically diverse but with strong representation from the Nordics, Baltics, and broader European tech hubs, showing a regional innovation ecosystem focus. x +1
4. Balanced gender representation relative to AI sector norms, with growing female participation and emphasis on diversity and inclusion, aligning with European AI industry trends (about 26% women). joinjfd
5. Psychologically, attendees tend to be visionary, innovation-driven, and collaborative, valuing networking opportunities to establish partnerships and share AI advancements, as reflected in attendee testimonials. ai
6. Sociologically, the audience includes AI entrepreneurs, corporate AI managers, researchers, policymakers, and public sector leaders, indicating a broad stakeholder mix influencing AI

[Edit Persona](#)

Configure Sophie Durand attributes



Search for attribute

Cancel

Save Changes

Attributes

[Persona Details](#)[Demographic](#)[Culture](#)[Socio-economic](#)[Professional](#)[Psycho-social](#)[Personal](#)[Political Views](#)[Other](#)

Missing an attribute?

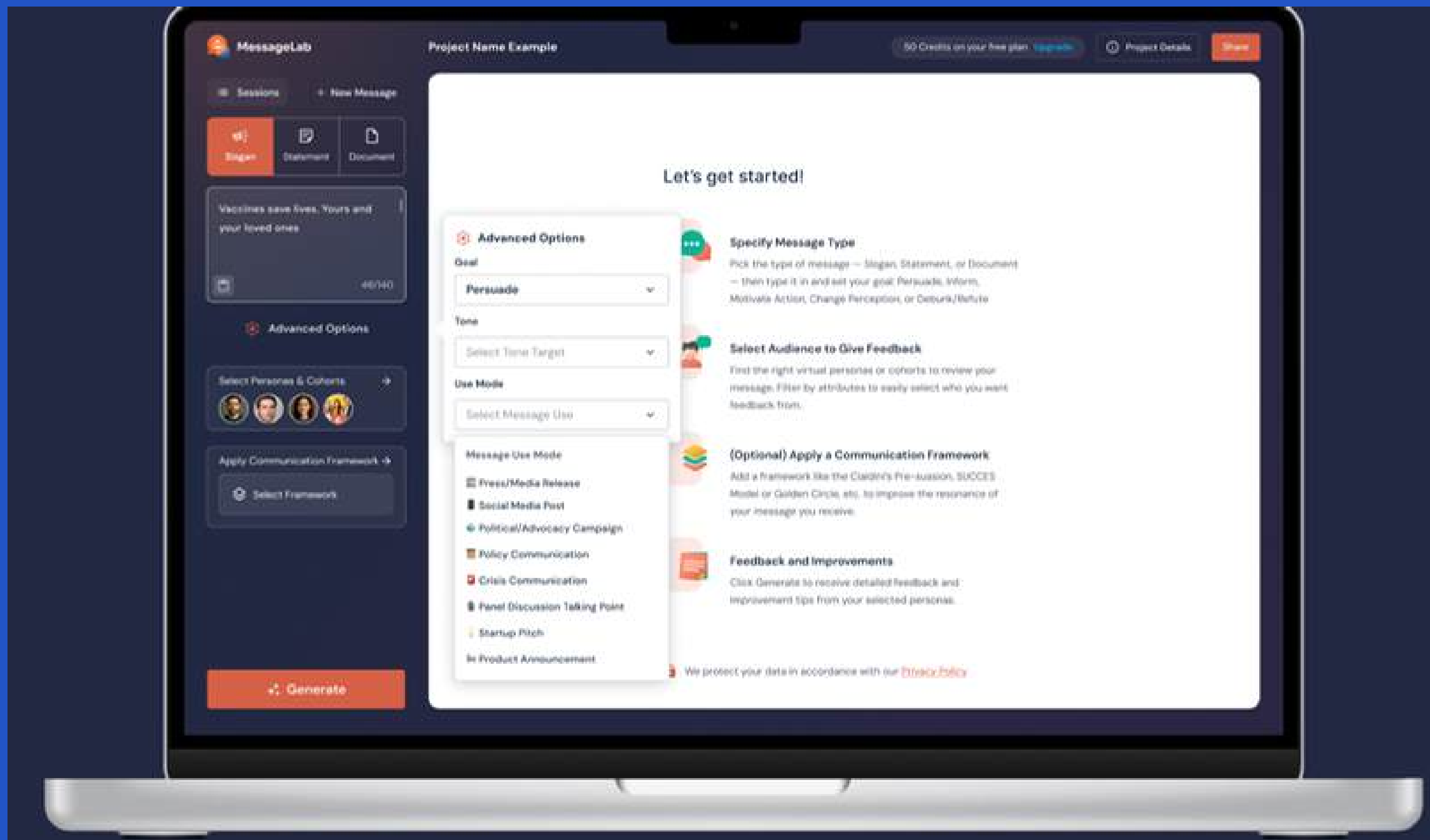
[Let us know](#)

Culture Map Attributes

This is a small description of this attribute type that should be here.

Communication Style	High-context	ⓘ
Attitude Towards Leadership	Hierarchical	ⓘ
Decision-Making	Consensus-driven	ⓘ
Trust Orientation	Relationship-oriented	ⓘ
Time Orientation	Flexible	ⓘ
Feedback Style	Direct	ⓘ
Attitude Towards Hierarchy	Hierarchical	ⓘ

Next →



Select Communication Frameworks

You've Added 0 of 3 Frameworks

Choose a communications framework based on academic research and messaging best practices to significantly improve the quality and persuasive power of your message.

Suggested for you

All

Find Communication Framework

Cialdini's 7 Principles of Persuasion

Developed by Dr. Robert Cialdini, this framework outlines universal psychological principles that guide human behavior. These principles are powerful tools to ethically influence decisions and are rooted in decades of behavioral research.

Principles & Recommendations

Cialdini's Pre-suasion

Also introduced by Robert Cialdini, Pre-suasion highlights how influencing someone's focus before delivering a message makes them more likely to accept it. The goal is to prime minds by shaping attention and mental context in advance.

Principles & Recommendations

Ethos, Pathos, Logos (Aristotle's Rhetoric)

One of the earliest rhetorical frameworks, Aristotle's triad shows that effective persuasion is a blend of logic (logos), credibility (ethos), and emotion (pathos). It remains foundational in all forms of persuasive communication.

Principles & Recommendations

Moral Foundations Theory

Developed by Jonathan Haidt and colleagues, this framework identifies six moral dimensions that guide people's reactions to political, ethical, and social messages. It is essential for communicating across value divides.

SUCCES Model (Made to Stick)

From the book Made to Stick by Chip and Dan Heath, this framework identifies six traits of messages that are memorable, shareable, and actionable. It helps communicators make complex or abstract ideas "stick."

AIDA Model

Created by marketing pioneer J. St. Elmo Lewis in the late 19th century, the AIDA model outlines a step-by-step psychological journey that leads a person from attention to action. It is a foundational tool in sales and persuasive copywriting.

Thank You.



Let's connect on LinkedIn
