

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Women
- Approximate Age range? 20-40
- Occupation? It can vary quite a lot because the target audience doesn't necessarily share the same occupation, but rather the same mentality. To answer the question, I would say: nurses, public employees, HR, salespeople, real estate agents.
- Income level? Can vary a lot. A public employee may earn anywhere between 25,000 to 30,000 dkk per month, whereas a salesperson or real estate agent could earn anywhere from 50,000 to 70,000 dkk per month.
- Geographic location? Copenhagen

Painful Current State

- From a 1-star review: "Everything has been so awful, so painful, so stressful."
"I was quite nervous about how the Invisalign and attachments would look, but that turned out to be totally fine too."
- **What are they angry about? Who are they angry at?**
They are angry and dissatisfied with their current smile and misaligned teeth.
- **What are their top daily frustrations?**
They are frustrated that they don't have the same opportunities in the dating market because their smile is unattractive. They know that if they could magically have straight, aligned teeth, they would receive more compliments and respect.
- **What are they embarrassed about?**
They are embarrassed about their appearance because it plays a big role in their personality. They also believe they are worth more than they currently display with their smile
- **How does dealing with their problems make them feel about themselves? What do other people in their world think about them as a result of these problems?**
They feel much better about themselves when the problem is solved. They start receiving many more compliments, and their self-confidence and comfort in their skin increase.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
If they were being honest, they would say they are insecure about their teeth and wish their teeth were perfectly aligned, which would contribute to a prettier smile.

- **What is keeping them from solving their problems now?**

Most people in my target group are aware of the problem, the solution, but not the product (Invisalign - teeth aligners), which means they have an uninformed understanding of how the problem is “normally” solved. Their perception of aligner products is that they are visible braces placed on their teeth, slowly moving them into place. The problem with this product is that there’s a general understanding that it’s something only teenagers use (because in Denmark, the state provides this product), and so it would feel awkward for them to solve the problem. But if they knew about the Invisalign product, this mindset could be addressed, as Invisalign aligners are transparent and invisible when worn.

Moreover, they could be aware of Invisalign but may find it too expensive, even though it’s cheaper than traditional braces.

Maybe they feel the end result is so far away that they might as well not bother.

Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**

“With their help, I now have the healthiest gums and teeth that are once again perfectly aligned – I’m so grateful.”

“Toothpaste smile.”

They would suddenly experience an ego boost/increased self-confidence, making social interactions much more fulfilling because they now feel more confident. Others would notice this newfound confidence and their prettier smile, which would all contribute to gaining more respect.

- **Who do they want to impress?**

Since my target audience primarily consists of women, I would say their goal is to impress men to increase their chances of finding a partner. Additionally, it’s important for them to impress people in their social group. In other words, they also want to impress their friends.

- **How would they feel about themselves if they were living in their dream state?**

What do they secretly desire most?

They want to have a prettier smile to increase their chances in the dating market and gain more respect

- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**

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Values, Beliefs, and Tribal Affiliations

What do they currently believe is true about themselves and the problems they face?

- They are well aware that they are part of a tribe that values appearance and that their personality is largely based on their looks. In other words, their appearance is very important to them. However, they are also aware that they don't have the best smile in the world (maybe they have a friend with a much nicer smile, and they think: "I wish I had that smile"), and that's why they might try to smile with their mouth closed to hide their teeth.
- **Who do they blame for their current problems and frustrations?**
They probably only blame themselves, or unfortunate teeth genetics.
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
I don't think they've tried to solve the problem before, because if they tried then it probably worked.
- **How do they evaluate and decide if a solution is going to work or not?**
Subconsciously, they make an evaluation in their head about whether they think the product will work. First and foremost, they need to trust the dental clinic. They can gain this trust by seeing visible testimonials on the clinic's website. They probably also need to look at 'before and after' photos, as well as trust the company.
- Testimonials from reviews:
"Nimmi and Ghazal are top professionals and can handle any task. They treat every customer like the most important of the day – a clinic you look forward to visiting."
"Now, instead, a 'toothpaste smile.' I can only recommend the clinic and Nimmi; he delivers world-class work."
"I've had a fear of dentists my whole life until I met them – so if there's a tear, it's one of gratitude for their help."
"My teeth were particularly crooked and not easy to straighten. But through Dr. Nimmi Holstein's expert guidance, the result is fantastic! I can highly recommend the Holstein Clinic; they are competent, professional, and super friendly."
The Holstein Clinic has over 1,500 successful Invisalign treatments.
- **What figures or brands in the industry do they respect and why?**
I don't think they've considered or are informed about which figures or brands exist in the industry, at least not within the dental industry.
- **What character traits do they value in themselves and others?**
"Super professional, skilled, and friendly!"
"The sweetest and kindest staff at the Holstein Clinic."
"All the staff are always happy, smiling, and welcoming."
"Top-notch treatment, and the friendliest staff. You won't find better!"
"I found cheaper places for Invisalign, but I was more than happy to pay a little extra for someone I truly trusted. Trusting someone with your teeth is a big deal."

They highly value professionalism, approachability, and quality. Trust is very important to them when allowing someone else to take control of something that is very valuable to them.

Outside of the dental industry, they value a healthy lifestyle and diet, luxury brands – for example, Gucci, Louis Vuitton, or Prada. They also appreciate when they or others have spent time on makeup.

- **What character traits do they despise in themselves and others?**

They don't like that occasionally they end up buying a bag of candy, Ben & Jerry's ice cream, or chocolate because they know it's unhealthy and therefore not good for their appearance.

- **What trends in the market are they aware of? What do they think about these trends?**

- **What "tribes" are they a part of? How do they signal and gain status in those tribes?**

They are part of a tribe that values appearance. To increase their status in that tribe, they need to improve their appearance.

Draft: Facebook/meta ad



In english (Invisible braces, visible results - with invisalign teeth correction. (Sounds a lot more smooth in danish than the english translation))

Description:

Are you tired of having to hide your smile when pictures are taken? Do you wish your teeth were aligned like diamonds on a string of pearls?

Being unhappy with your smile can be both exhausting and frustrating. But with Invisalign aligners, you can straighten your teeth discreetly and comfortably—without it being noticeable. Gain the confidence you deserve with a solution that perfectly fits into your daily life.

Join 1,700 other Danes and achieve your dream smile with Invisalign at Klinik Holstein. Schedule your free consultation today, and take the first step toward a bright smile