

Synthetic Audience Simulator

VCCP exists to challenge convention to create value.

As part of our AI enabled challenger methodology, Synthetic Audience Simulator creates synthetic audiences that you can 'chat to' and use to inform messaging, brand perception, interests, test creative and more.

What problems can this help with?

This allows you to really get to know your audience and can ask important questions to fuel your brand platform or to test work. Example questions it can answer:

- How does a light buyer audience currently view the brand versus their competitor set?
- What would make them change their mind and how do they feel about the current creative?
- What are their media behaviours that are most relevant to tackle this challenge?
- We have a niche audience, how do we find out about them at pace?

What are the benefits of using Synthetic Audience Simulator?

- Faster quicker qualitative insights.
- Thinking that has already been stress-tested.
- The ability to go back to the same segment repeatedly.



Want to know more?

Get in touch with your team if you would like to see a demo of Synthetic Audience Simulator, or have a particular audience or creative testing challenge.



POPEYES

The Challenge

Testing creative ideas with American long-distance truckers is notoriously expensive and slow, often forcing Shell to skip vital research.

The Solution

Our Synthetic Audience Simulator removes that barrier by creating high-fidelity audience models, blending years of qualitative data with real-time social conversations and exclusive attention metrics. Instead of weeks of costly fieldwork, Shell can now stress-test every ad concept against these hyper-realistic personas in seconds.

How we sold it

Our conversations with Shell centred on the difficulty of assembling this niche audience, especially at short notice, plus the chance to put existing audience research to work as source material presented an opportunity to maximise the value of work that had already been done.

The Impact

-85%

reduction in project
length time

Refine them

The screenshot displays the 'Synthetic Audience Simulator' interface. On the left is a sidebar with navigation options: Company, Category, Demographic, Competitor, Connections, Integrations, Settings, Support, Synthetic Audiences, View Personas, View Brands, Create New Persona, and a Light Mode toggle. The main panel is titled 'Audience Persona' and contains the following fields: Audience Name (Popeyes | On Trend), Age Groups (18-24, 25-34, 35-44, 45-54, 55-64, 65+), Gender (All), Audience Size (2,500,000 - 5,000,000), Insights Project (Popeyes | NPD | Honey BBQ | Q1 2026), Brand (Popeyes), and Description (Males and Females aged 18 - 34, ABC). At the bottom, there is a file upload section with the text 'Drop your files here or Click to browse', supported file types (doc, pdf, xls, png, mp4), and two uploaded files: 'Honey BBQ Assets for Research.pdf' and 'Honey BBQ Quantitative Report.pdf'. A user profile for 'Tom Kelly' is visible in the bottom left corner.