



# Customer Insight Tools and Techniques: BRAND PERSONA MK 312 Brand Management

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# Brand Persona



# Brand Persona Definition

- A brand persona is a collection of personality traits, attitudes and values that your brand showcases on a regular basis to help connect with a certain audience segment. A brand persona can be a person, character, mascot or idea. ... A good brand persona is one that you can almost visualize as someone you know."



# Brand Personality

Sincerity



Excitement



Competence



Sophistication



Ruggedness



# 5 PIECES OF MARKETING MAGIC FROM Disneyland®

Embrace  
New Technology



Use Data to  
Inform Decisions



Optimize User  
Experience



Balance Accessibility  
with Exclusivity



Deliver Unexpected  
Moments of Magic



salesforce®

Moments of Magic  
Deliver Unexpected



salesforce®



# What are they passionate about?

## Top Bio Keywords

Vacation *27 times more likely*

Parks *15 times more likely*

Wife *9 times more likely*

Mom *8 times more likely*

Travel *8 times more likely*



## Top Hashtags

WDW *30 times more likely*

DisneyWorld *25 times more likely*

WaltDisneyWorld *20 times more likely*

Rogueone *12 times more likely*

Moana *9 times more likely*

## Top Celebrities



Ellen DeGeneres | Neil Patrick Harris | Jimmy Fallon | Tom Hanks | JK Rowling

## Top Brands



Disney Cruise Line | Disney Store | Starbucks Coffee | Southwest Airlines | Disney Baby

## Top Media Outlets



Disney | Walt Disney Company | Disney Careers | Marvel Entertainment | Disney Channel PR

# Brand Persona



# Brand Persona



# Brand Persona



# Brand Persona

 <b>Discount Chaser</b>	 <b>Researcher</b>	 <b>Fashionable Diva</b>
 <b>Procrastinator</b>	 <b>Inspiration Seeker</b>	 <b>Power Shopper</b>
 <b>Non Returning High Value</b>	 <b>Last Minute Shoppers</b>	 <b>Impulsive Shopper</b>
		

# Brand Persona creation overview:

- ***Create a personality image. ...***
- ***Create an overview of your brand.***
- ***List traits of your brand that you want to highlight.***
- ***Map out the personality you desire from the list above.***
- ***Describe how your persona would speak, and provide examples of copy.***
- ***Describe how the persona engages with others.***

# Barrington Coast Business

The easiest way to find businesses on the Barrington Coast.



Start your search

BARRINGTON COAST BUSINESS HUB > HOW TO CREATE A BUYER PERSONA FOR YOUR BRAND

## How to create a buyer persona for your brand

June 17, 2019 | Thomas Davey

# How to create Buyer Persona for your Brand ?

- The first step to any marketing strategy is creating your buyer personas.
- So what's a buyer persona?
- **A buyer persona as a fictional representation of your target market. As such, it embodies the traits of all people you are looking to reach out to and helps you better understand their needs.**

# How to Create Buyer Persona for your Brand ?

- Here's a quick summary:
- Determine demographics, psychographics and behavior of your target audience
- Locate them on – and offline – find out what they search for, read, shop for
- Connect your offering to their needs
- Determine the right time to act
- Offer the right product or service at the right time to help your audience reach their goals

# How to create Buyer Persona for your Brand ?

**How to Create a Buyer Persona for Your Business**

Buyer persona is a fictional representation of your target market

It helps you give a face and voice to a previously uninspiring pool of data, so you can understand the needs of your customers and target your marketing efforts better

**MAKE A BUYER PERSONA FOR EACH SUBMARKET YOU TARGET**

The infographic features a dark purple background with a blue banner at the top. On the left, a person in a white shirt is shown working on a large white silhouette of a head. Inside the head, there is a computer monitor icon and a letter 'A'. On the right, a marionette figure is suspended by strings from a hand in a suit sleeve. The marionette is holding a gold coin with a dollar sign. The background has a wavy, water-like pattern in shades of purple and blue.

# How to create Buyer Persona for your Brand ?

STEP **1**

Determine demographic, psychographic & behavior of your target audience

**demographic**  
age, gender, income, etc.



**psychographic**  
personality type, preferences, aspirations, pain points etc.

**behavior**  
likes and dislikes, sports, hobbies, etc.



# How to create Buyer Persona for your Brand ?

STEP

3

## Connect your offering to their needs



How can you help them achieve their aspirations?



How can you help them with their biggest obstacles and challenges?



How can you become a part of their everyday life?

# How to create Buyer Persona for your Brand ?

STEP 4

## Determine the right time to act

- timing is everything. Target the micro-moments in which a person makes a buying decision



STEP 5

## Offer the right product or service at the right time to help your audience reach their goal

# Brand Persona Example



Techie

**Mike**

25-34 single male  
living with friends

Mike works as a graphic designer in a small agency and one day wants to run his own agency.

He's got an iPhone and a Vodafone 360 H1 by Samsung phone, one personal and one for work. He follows friends and key people in the design industry via Twitter, blogs, and RSS feeds. He uses his iPhone for work emails and his H1 for Facebook.

He uses Twitter to post updates about what he's up to with his project work as well as using it as a tool to find out what people are up to and to invite them to events. He uses Facebook to share personal photos and video and keeps a Tumblr blog to post interesting things he discovers and share them with his friends and followers.



Socialite

**Zoë**

18-33 single female  
living with friends

Zoë is studying a Masters in International Development unsure of what the future lies ahead of her.

She is constantly using the Facebook app on her Vodafone 360 M1 by Samsung phone as well as on her PC to upload and tag photos and videos from places she's been to with her friends, as well as to find out and comment on who's been where at which club nights and parties.

She regularly texts and messages her friends to find out if they've heard about a new pop-up shop she heard about via a flyer, or one-off warehouse party started by friends of friends.



Cost-conscious

**Geoff**

35-49 married male  
with young kids

Geoff works as an senior architect in a large practice, and has a wife and a young girl and 6-month baby boy. He thinks the time is right to start looking for a bigger home for his family.

Geoff uses his Vodafone 360 H1 to take photos and videos of prospective sites he visits. He purchased the H1 because of its ability to check email, surf the web, use apps, and take photos and video.

He loves the built-in camera and also uses this phone on holiday to take snaps of the family as it fits in his pocket and doesn't want to carry a large SLR around with him. He likes to upload his photos and video to Flickr and share them with his family and friends. He also creates photo books from his holidays snaps to give as gifts to his parents.

# Brand Persona Guidelines

## ▶ WHICH BUSINESS TYPE ARE YOU? WHETHER YOU'RE A START-UP, EXPANDING, BIG OR SMALL BUSINESS, KASPERSKY LAB HAS THE IT SECURITY SOLUTION TO PROTECT YOU.

### THE START-UP BUSINESS

- Setting up new business
- Buying new IT kit
- Ensuring the business is safe (like buying insurance) means one less thing to worry about now and in the future

Start Up  
Serge



### THE EXPANDING BUSINESS

- Employing more people
- Business is becoming more professional in its outlook
- Buying new IT kit to support new people
- The time is right to invest in IT security software

Ambitious  
Ahmed



### THE BUSINESS THAT'S SWITCHING ITS SECURITY

- Established business – while IT not high on the agenda, existing security software has become an annoyance
- It's getting in the way of doing business – slows up systems or it doesn't give the adequate protection
- The license is up for renewal so it's an opportune time to look elsewhere

Irritated  
Ivana



### THE BUSINESS THAT'S HAD ITS FINGERS BURNT

- Established business that has recently fallen prey to malware or data loss
- The threat has meant that there's a real need to invest and fast
- The business needs to be comprehensively covered so it will never happen again

Suffering  
Suzie



### THE BUSINESS THAT KEEPS ITS FINGERS CROSSED

- An established business that's never really taken IT security threats seriously
- Have always had the attitude of "it won't happen to me" or "I hope it doesn't happen"
- Seen a story in the press which has put IT security on their radar
- "If it was easy to sort it out quickly and cost-effectively then we might do it"

Risky  
Raul



## TOP TEN POINTERS TO HELP PROTECT YOUR BUSINESS AGAINST CYBERCRIME, MALWARE AND OTHER SECURITY RISKS:

- 1 Assess the potential security risks and identify what needs to be protected.
- 2 Do you need to protect mobile or tablet devices?
- 3 Be aware of the legal and regulatory obligations
- 4 Define some basic security policies to keep information/ computers secure.
- 5 Set up an education programme to improve awareness of security issues internally.
- 6 Evaluate all the security software products suitable to your needs.
- 7 Will your security software supplier offer the level of support you need?
- 8 Would you benefit from additional security features for the protection of online banking or financial transactions?
- 9 Check the suitability of cloud service providers security and their contract terms
- 10 Choose a security software product capable of protecting all of the computers and devices accessing the cloud.

## ▶ PROTECT YOUR CUSTOMERS. PROTECT YOUR BUSINESS.

Spend less time on security and more time running your business. For essential tips on defending your business against malware and cybercrime, download this easy to read, free guide now!

FREE  
64 PAGE  
GUIDE

Download now



KASPERSKY 

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Compiled and designed by Kaspersky. Design by Juan  
Legido on font Bundles

# Brand Persona Guidelines

## User Persona Type



*"A quotation that captures this user's personality."*

Age: 1-100

Work: Job title

Family: Married, kids, etc.

Location: City, state

Character: Type

Trait 1

Trait 2

Trait 3

Trait 4

### Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

### Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

### Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information

### Motivation

Incentive



Fear



Growth



Power



Social



### Brands & Influencers



### Preferred Channels

# TOBI DAY



PERSONA TEMPLATE

**AGE** 26

**OCCUPATION** Record Store Manager

**STATUS** Single

**LOCATION** New York, NY

**TIER** Enthusiast

**ARCHETYPE** The Maestro

Ambitious

Admired

Focused



*"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."*

## MOTIVATIONS



## GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

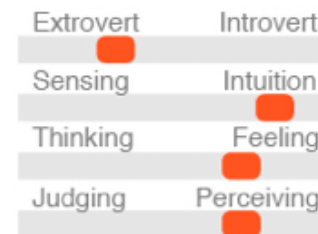
## FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

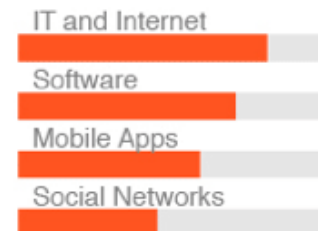
## BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

## PERSONALITY



## TECHNOLOGY





NAME

Dr. Hanna Kristiansson



75 %

TYPE

Guardian

### Demographic

Female 45 years

Denmark

Married

associate professor

Foreign languages (Hungarian)

### Quote

“

*Sapientia aedificavit sibi domum*

”

### Personality

- open-minded
- relaxed with students and colleagues
- disciplined
- multi-tasking skills
- good at administration and organisation

### Skills

Pedagogical competences



Communication and language

skills



IT skills



### Goals

1. to be a better teacher (learning new methods)
2. to build a professional network for future research-projects
3. to have a tenure-track position (full professor) at her home university

### Validations

- autonomy in teaching
- good timing and flexible arrangements
- student feedback is important for her

### Pain points

- family obligations (old parents)
- overwhelmed with everyday administrative tasks
- "publish or perish"
- few opportunities to practice foreign language (Hungarian)



Matthew Goodman

GENERATE NAME

Rational



### Demographic

Male 27 years

USA

Single

IT, tech-writer

Medium

### Skills

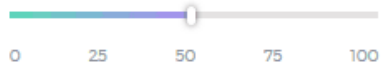
IT+Internet



Technical writing



Mobile apps



### Brands and influences



### Goals

To deliver high-quality docs for his team and capture clients' requirements correctly.

### Quote

*The single biggest problem with communication is the illusion that it has taken place.*

### Background

Matthew is a technical writer in a typical IT-company. He has been working there for a while and he really likes his job. Most of the time he works at the office, but sometimes he proceeds at home. Often has to work overtime and during weekends. Once a month he has business trips to his customers' location.

### Motivations

- Easy way to collaborate with colleagues
- Remote access to his workplace at any time
- Being aware about all the changes made in the documents

### Frustrations

- Missing out notifications about the changes made in the docs
- Docs accidentally deleted by any other collaborators
- Lack of control over the docs
- Last minute

### Social



# Coffee Shop Marketing Persona



Sarah Student

*"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."*

## A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

## BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

## FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

## ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

## WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

## WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

## BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

## HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

## WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

## MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

**Background:**

**Sample Sally**

**Challenges:**

**Demographics:**



**Common Objections:**

**Hobbies & Interests:**

**Goals:**

**Biggest Fears:**

**Background:**

- Grew up in town
- Honors Student in High School
- Served as President of the Philanthropy Group in High School

**Demographics:**

- Millennial
- 22 years old
- College student
- Attends local university

**Goals:**

- Education Major
- Wants to eventually work internationally and teach children abroad

**Sample Sally****Hobbies & Interests:**

- Supports children's charities
- Tech savvy
- Loves nature, yoga, health food

**Challenges:**

- Not able to give as much since she is a college student
- Difficult to find time to volunteer

**Common Objections:**

- Not feeling valued for her time spent volunteering
- Not receiving information in a timely manner

**Biggest Fears:**

- Will get stuck with no development opportunities
- Won't be able to find a job in her field



## Coordinator Candice

Name:	Age:	Job Title:	Income:
Candice	32	Coordinator	\$80k

### Personal life

Candice is married with young kids. She lives in the outer suburbs of one of the major cities. On the weekends she's busy with the kids but likes to take time to learn something new (pottery or organic gardening).

### Responsible for

This is a client-centred position which also recruits and supervises staff and volunteers.

### Personality

Candice takes her job seriously. She can be quite formal in her manner, but is also dedicated, rigorous and professional.

### Goals

Candice needs to be able to prove that her program has been a success. But more than this, throughout the course of the program she needs to know what's working and what needs to change, rather than just waiting until the end to find out.

*"I need to know how my program is performing, but I've no idea what to measure. I don't even know if it can be measured!"*

### Frustrations

Candice is often unsure how to measure the success of her programs: not helped by the fact that she's rarely given clear program objectives by her managers. It can also be difficult for her to gather accurate and meaningful data for her program.

### How can we help Candice?

We can help Candice prove that her program is working. And where it isn't, we can help her identify what needs to change to get it on track. We can open Candice's eyes to the types of data and information she could be using and give her clarity around when and how to use it.

### Where Candice looks for information

Candice looks to a wide range of sources for information: from Governmental sources (co-workers, internal departments, newsletters, intranet) as well as industry bodies and good ol' Google. When she turns to Google she might typically enter something like 'How to measure program outcomes'.

### How Candice would describe herself on a form

Busy coordinator who's trying to keep lots of balls in the air.



⋮ **Jackson Beck, 43, North Dakota**

GENERATE NAME

Guardian ?

⋮ **Goals**

Finding more time for family and self  
Value Most: Family, Job, and Security  
Improve diet, exercise, and stress

⋮ **Quote**

“ My biggest worry when I am gone is my wife will sell my fishing gear for what I said I paid for it. ”

⋮ **Background**

Married, two children. Works in Agriculture. Shops in stores and online. Prefers to view or buy first in retail and then either purchases online based on price or makes follow up purchases online. Considered an analytical buyer and loyal when happy.

⋮ **Motivations**

- Fear
- Growth
- Achievement
- Power
- Perceived Value

⋮ **Frustrations** ✕

- Cheap products
- Ignorant customer service
- Not being prepared
- Bad Presentation
- Wasting free time

⋮ **Brands and influences**



+ ADD IMAGE

⋮ **Demographic**

♂ Male 38 years

📍 United States

Married

Two kids, teenage boys.

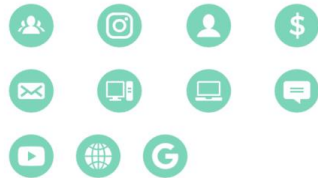
Business Account Manager

Salary: \$90,000

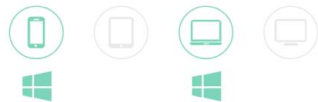
Farmers Edge Agriculture Services

+ ADD FIELD

⋮ **Channels** ⚙️



⋮ **Technology**



⋮ **Browsers**



- Product-oriented
- Quality and wide range of coffee
- Soft and cozy atmosphere : "green" colors



- Quality-oriented
- Traditional
- Federative

- Proximity
- Personalization
- Friendship
- Conviviality

- Commitment
- Respect (human and environment)

- Connected (a place to meet, work, exchange)
- Qualitative
- Traditional

- Quality-oriented
- Perpetuate traditions
- Environmentally and ethically responsible
- Focus on human relationships

# Jack LIM

Sales Director, Divorced, 36

- Drink coffee at least once or twice a day at Starbucks as part of his daily routine from Mon - Fri
- Uses the mobile app daily so that he does not have to carry the Starbucks card in his wallet
- Is a creature of habit and likes the familiar feeling of his daily coffee at his regular Starbucks



## Goals

- To get his daily dose of caffeine
- A quiet spot to reflect on his day

## Pain Points

- Tend to hold up the queue when app login
- Can't get a seat at his usual outlet

## The Functional Habitual

" It kinda of gets on my nerves when it's my turn to pay and the app is logged out yet again - feel like everyone is staring at me!"



# Brand Persona

*How to use  
Social Media to define*

**BRAND  
PERSONA**



Infographic by  GearLaunch



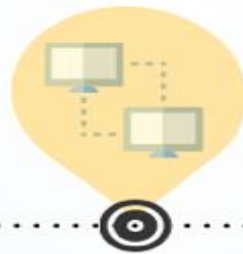
## Communicate Brand Through Content

Promote an idea, lifestyle, or purpose rather than your product. Keep your customers interested with new and innovative content.



## Direct Product Promotion

Integrate your brand theme to your social media ads when you promote products directly. Too much product pushing and not enough engagement can hurt your business.



## Connect with Your Customers

Create a sense of involvement with your customers by monitoring and responding to what they are saying about your products and services through social media.



## Build a Branded Community

Branded communities foster customer engagement and loyalty. Provide a place where your customers can connect and interact with each other.



## Keep a Schedule of Posts

Posting high-quality content at a pre-determined rate will prevent your content from being perceived as spam and keep the customers interested.

# Brand Persona

The image shows a YouTube video player interface. At the top, the YouTube logo is on the left, and search, menu, and sign-in icons are on the right. Below the header is a video player with a dark blue background. The video title is "METHODS: PERSONAS" in large white letters, with "SMAPLY METHODS VIDEO SERIES" below it. A "smaply" logo is in the top left corner of the video area, and a "PERSONAS" label with a person icon is in the top right. Below the video player, the video title "About personas and how to create them (2020)" is displayed, followed by "37,583 views". Below the title are icons for Like (324), Comment (14), Share, Save, and Report. At the bottom left is the channel name "More than Metrics" with a logo and "1.55K subscribers". At the bottom right is a "SUBSCRIBE" button.

YouTube

smaply

PERSONAS

## METHODS: PERSONAS

SMAPLY METHODS VIDEO SERIES

About personas and how to create them (2020)

37,583 views

324

14

Share

Save

Report

more than metrics  
More than Metrics  
1.55K subscribers

SUBSCRIBE

# Buyer ( customer) Persona **vs** Brand Persona

“ **In the** same way that **Buyer Persona** synthesizes the main characteristics **of its client**, the **Brand Persona** represents the **personality of its brand**. That is, it embodies the values and perceptions that you'd like your audience to have **of your company.**”



“ If we agree that a **marketing persona** is a fictional character that represents a specific user **or buyer** type that uses our websites, **or** interacts with content **or** a product we offer, then we'd **like to stipulate that a BRAND PERSONA represents all user or buyer types that might interact with our brand.**”



# Kob Khun Krup...Ka

