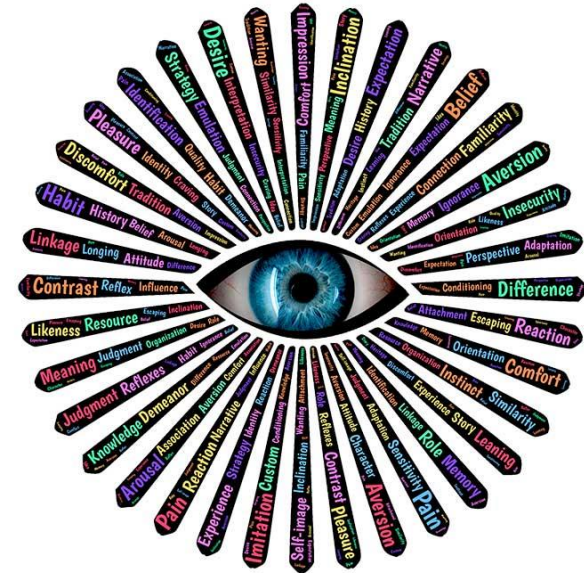




# BRANDING MODELS

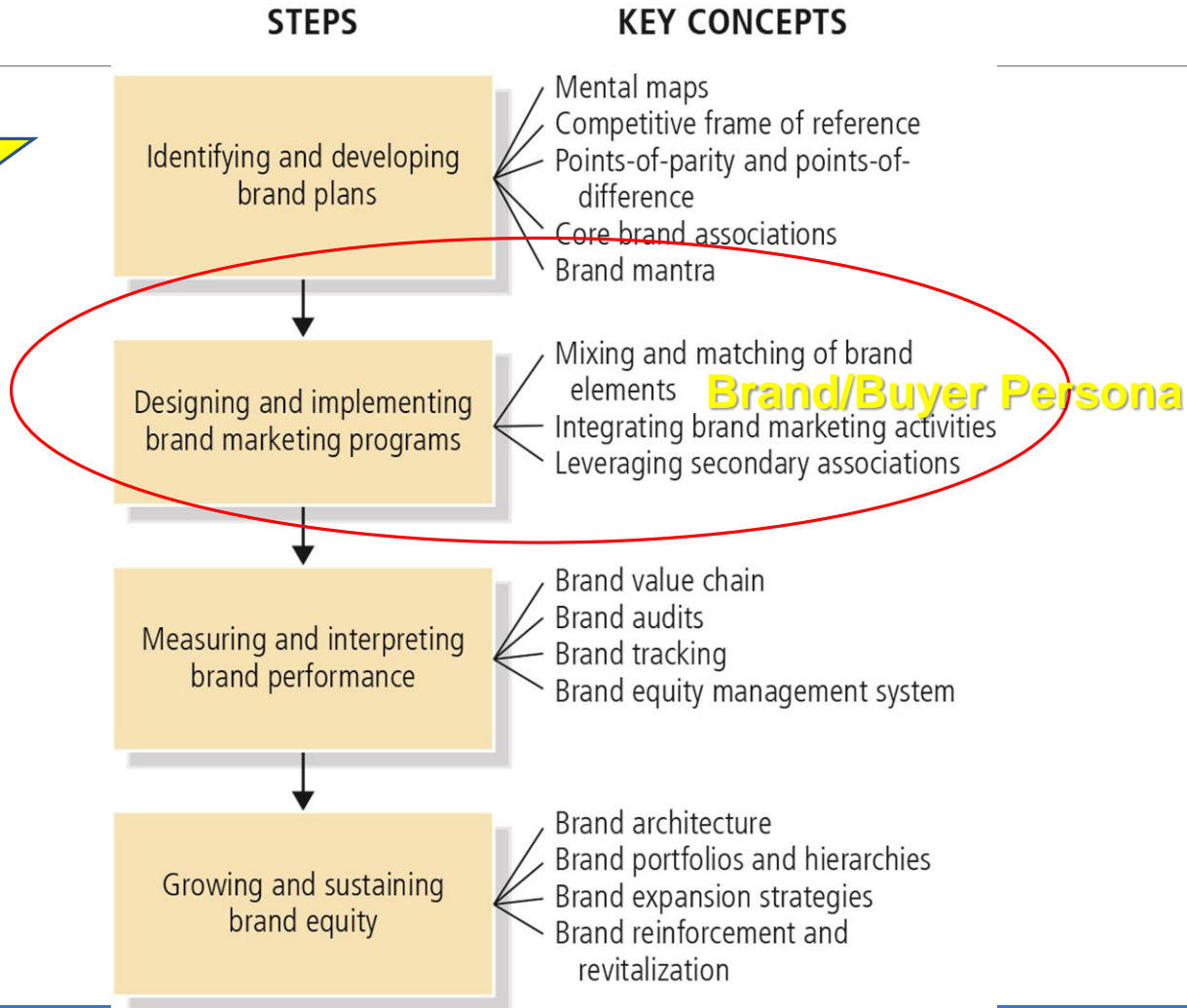
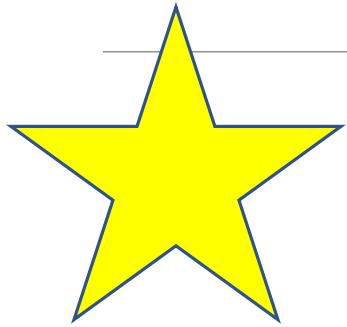
Brand Identity- Brand/Buyer Persona  
MK 312 Brand Management



---

BY AJARN SUWALYA K.  
LESSON 7

# Figure 1-10: Strategic Brand Management Process





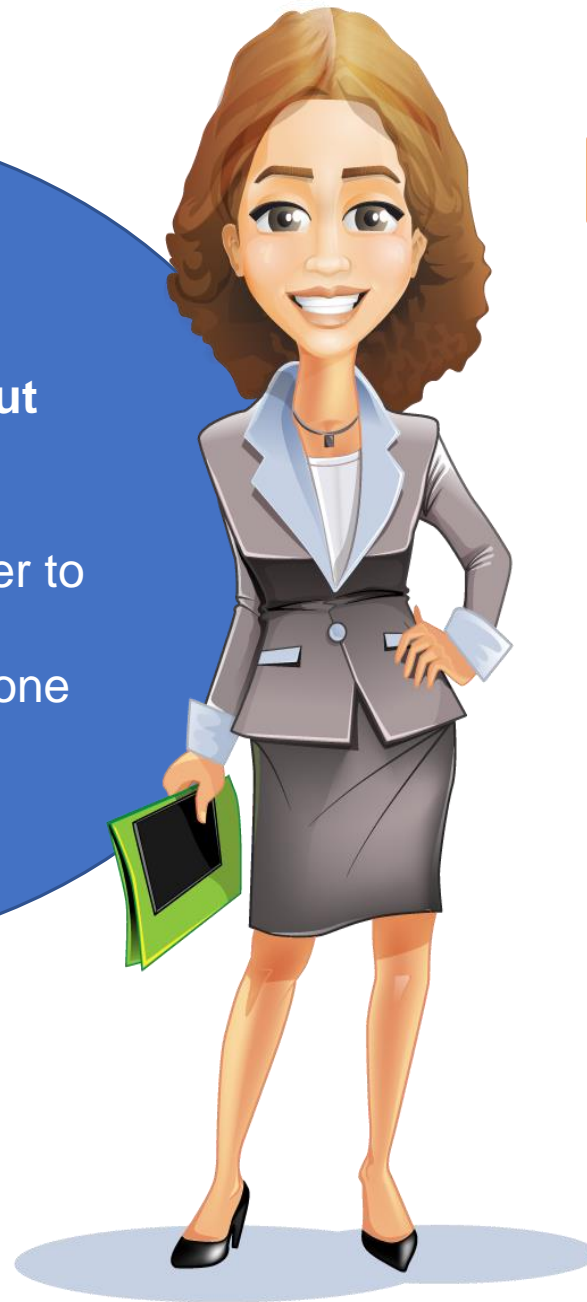
# Understanding the Personas

Definitions and Linkages

Brand Personality

**PERSONA** is about  
**perception.** A persona,  
depending on the context, can refer to  
either the public image of one's  
personality, or the social role that one  
adopts, or a fictional character.

Target Audience



Brand

Buyer

User

For instance, if a businessman wants others to think that he is very powerful and successful, he might drive a fancy car, buy a big house, wear expensive clothing, and talk down to people that he thinks are below him on the social ladder.

# Brand Persona

---

A **brand identity** typically includes a logo, website, typography style, and color scheme. In this way, the **brand persona** is another visual asset that **fits** within brand identity..



# Your brand...



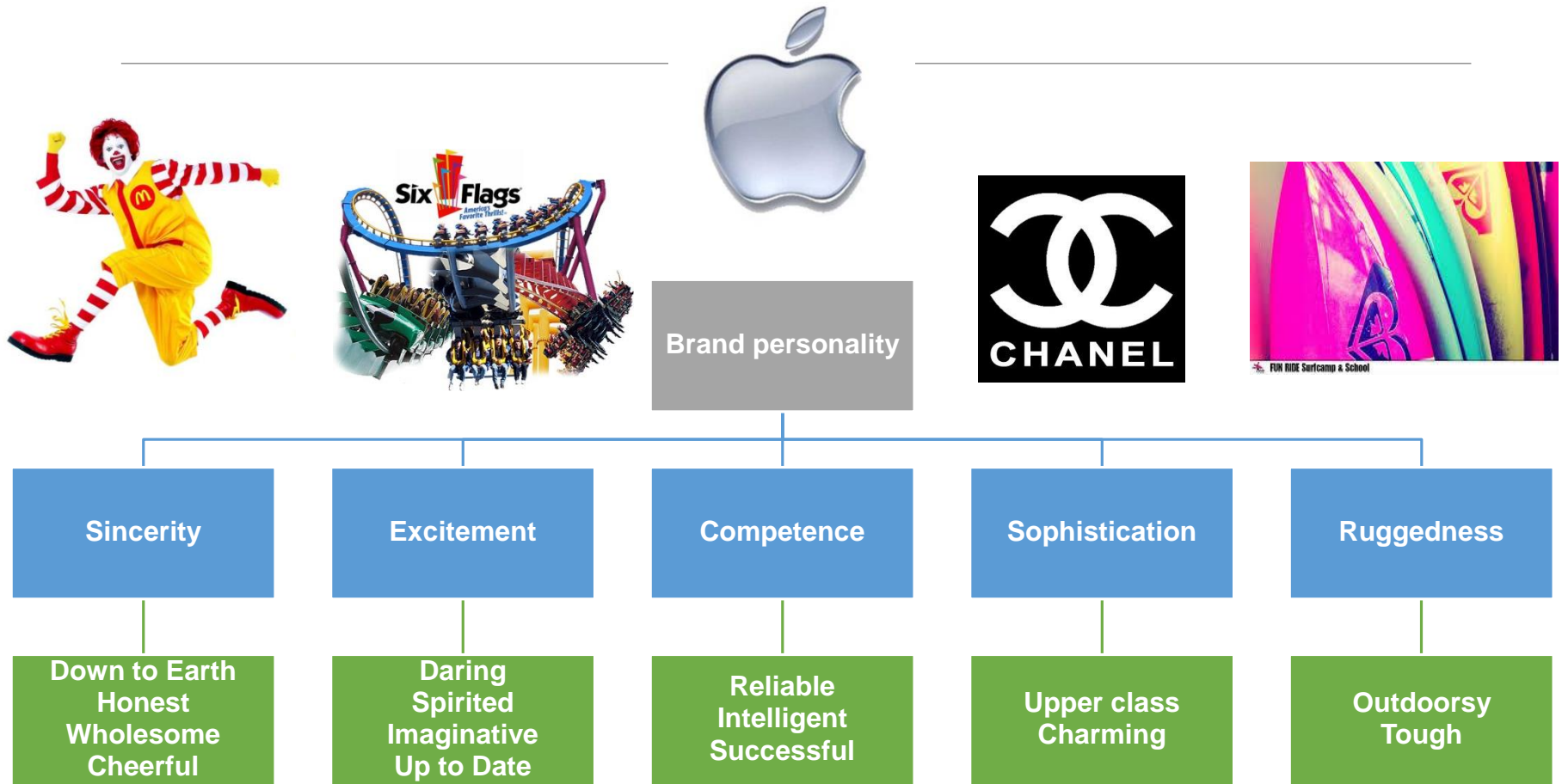
## Brand Persona Definition

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."**



# Dimensions of Brand Personality



# 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 is relationship of Brand Personality & Brand Persona?

---



A brand personality could involve descriptions of the tone of a brand's written communication (its voice)—for instance, whether it is formal or casual. **A brand persona will take these personality attributes even further, establishing a literal character.**

# Is Buyer Persona the same as 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.**”

# Buyer vs. User Persona

---

When it comes to personas, there are different types that will be appropriate for different aspects of the business. And you'll hear a lot of different names thrown out there: Design, marketing, buyer and user personas. Many of these are actually overlapping types of personas.

**Ultimately, the biggest difference is who will be using your product (user persona) or who will be buying the product (buyer persona).**



[Source Personas Strategy : How To Create Effective Buyer Personas That Work \(invespcro.com\)](https://www.invespcro.com)



For example, the children's toy is sold to both mom and kid, but the ultimate buyer is the mom, the user and nagger of the product is the child. In this case, you'd want to keep the user persona in mind because the buyer needs to see their child using and loving the product. But at the same time, you need to persuade them enough (i.e. educational, and no mess) to move forward.

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Brand  
=  
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or  
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For instance, if a businessman wants others to think that he is very powerful and successful, he might drive a fancy car, buy a big house, wear expensive clothing, and talk down to people that he thinks are below him on the social ladder.

# Target Audience vs. Buyer Persona

---

When we say “target audience vs. buyer persona,” it sounds like the two are in conflict with one another. However, the truth is they work together. **You can think of a target audience as a team and a buyer persona as one of the players.**



# Target Audience vs. Buyer Persona

---

## TARGET AUDIENCE

Gender: Female

Age: 25-40 years old

Education: High School and College

Annual Income: \$40,000-\$80,000

Location: Southwest United States

Interests: Business and Travel

## BUYER PERSONA

a fictional person within that target audience. You can dive **deeper into details about** them, including their personality, career, lifestyle and interests.

Brand Personality

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**perception.** A persona,  
depending on the context, can refer to  
either the public image of one's  
personality, or the social role that one  
adopts, or a fictional character.

Target Audience



Brand  
=  
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or  
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For instance, if a businessman wants others to think that he is very powerful and successful, he might drive a fancy car, buy a big house, wear expensive clothing, and talk down to people that he thinks are below him on the social ladder.

# How do you use personas in marketing?

---



Marketing personas are characters designed to represent sections of your target customer base. They're used **as tools to help understand customer motivations and predict their behavior** in order to ultimately

increase **sales.**

# Why do companies use personas?

---

Companies use personas **to better know their customers and address their needs.** ... You did it to learn about your ideal customer. Now, do something with that data by creating your user personas.



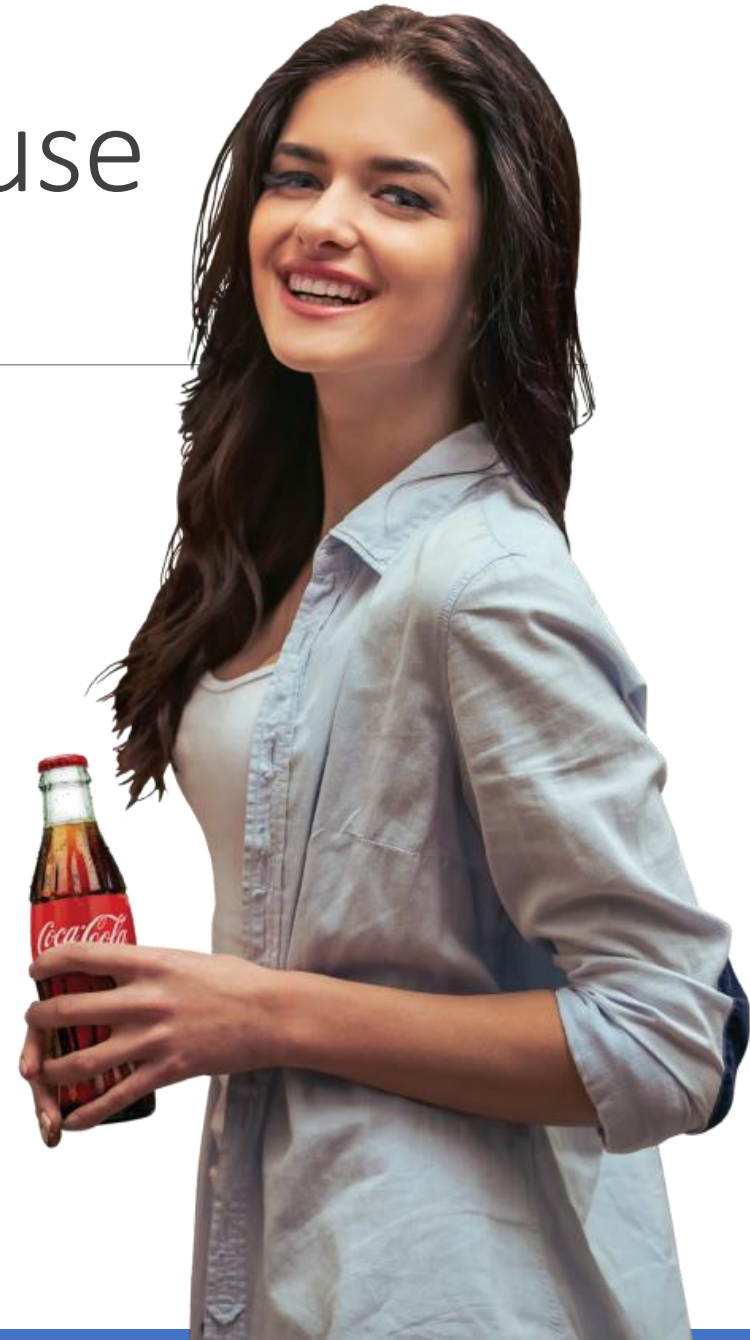
**Buyer personas** help **marketers** better understand their customers (and prospective customers) to unveil what it is that makes them **tick** and choose one brand or solution over another. **Every aspect of marketing should benefit from awareness of the key features of the persona: email, digital, content, and social.**



# Why do marketers use personas?

---

By defining your ideal customers' needs, marketing personas **help marketers use time and energy more efficiently and, ultimately, create better products and services.** Marketing personas are important in all of the following tasks: Refining ad campaigns. Content creation (including email campaigns and blog posts)



# Why is personas important tool?

---

Marketers can use buyer personas to build content strategies that speak directly to their targeted audience, and therefore build trust and reliability with customers. Additionally, buyer personas help marketers:

- Focus keyword searches
- Improve SEO strategies
- Refine copywriting
- Aid in the prioritization of promotional campaigns and activities

# How to use Social Media to define

## BRAND PERSONA

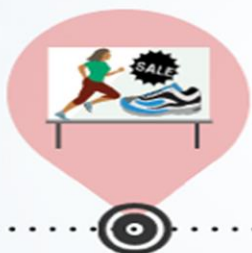


Infographic by  GearLaunch



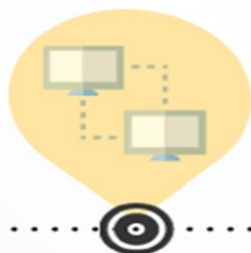
### Communicate Brand Through Content

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.



## Creating Customer Personas

Circus Street · 25K views · 3 years ago



# Creating UX Personas



"To be good at PR you need to know about what is in and be up on all trends"

## Bio

Jane is a passionate freelancer who gives her all to each and everyone of her clients. She has trouble keeping track of tasks, and managing all of her client accounts. She enjoys a thriving social life, and enjoys

Age: 34

Job: Freelance PR Strategist

Location: Brooklyn, NY

Status: Single, no kids

Income: \$145,000

## Behaviors

- She's not afraid of hard work, and to spend all day in the office,
- Uses Instagram and Twitter to keep up on the latest trends.

## Goals

- Manage all of her clients
- Looking for new products to enhance productivity

## Pain Points

- Since Jane freelances, each client makes her have an email account with their company. She has a hard time keeping track of all of them, and responding promptly

## Motivations



## Personality



## Brands



## How to Create a Buyer Persona?

Tips and Techniques

# 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.*

*Note: From the CBBE Model, you probably have a good idea of what your brand is about...*

# What is a Buyer Persona?

---

The first step to any marketing strategy is creating your buyer personas.

**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.**



# Where to start?



# 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

# Guidelines to Create a Buyer Persona for your Brand

---

## Here's a quick summary:

1. Determine demographics, psychographics and behavior of your target audience
2. Locate them on – and offline – find out what they search for, read, shop for
3. Connect your offering to their needs
4. Determine the right time to act
5. Offer the right product or service at the right time to help your audience reach their goals

# 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**



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.





STEP 2

Locate them on- and offline - find out what they search for, read, shop



Google

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?

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



Creating a one page

# Buyer Persona?

# 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

PREFERENCES

DAILY ROUTINES

ASPIRATIONS

PAIN POINTS

READING AND  
SOCIAL MEDIA HABITS

LANGUAGE/  
LINGO USED

FACTORS IN HER  
PURCHASE DECISIONS

KEY WORDS  
AND PHRASES

KEY INFLUENCERS



# Buyer Persona

Buyer personas are typically mapped with information such as:

---

1. **Persona Name**
2. **Career path or professional background**
3. **Typical age, hobbies and whether they live in urban, suburban or rural areas**
4. **Goals - what they're looking to achieve in their role**
5. **Challenges - what hurdles are they trying to jump**
6. **Real quotes - what they say about their challenges**
7. **How your company can help them overcome their goals and challenges**
8. **What their common objections are during the sales process - in their own words**
9. **Their role in the buying decision**
10. **Communications preferences, and where they go for information**
11. **Marketing message - what kind of messages do they need to hear from you**
12. **Real quotes - what sales objections you hear from them**

# Tips:

Once you have the basics out of the way, you can hone in on some deeper issues:

---

**Step 1: Give your user personas a name. ...**

**Step 2: Identify your user personas' position. ...**

**Step 3: Discover demographic information. ...**

**Step 4: Think about goals, challenges, values, and fears. ...**

**Step 5: Build your marketing message.**

# Where to get information to create a buyer persona?

Buyer personas can be created **through research, surveys, and interviews** — all with a mix of customers, prospects, and those outside your contacts database who might align with your target audience



# 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

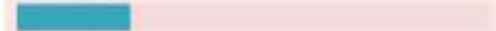
The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information

### Motivation

Incentive



Fear



Growth



Power



Social



### Brands & Influencers



### Preferred Channels

# 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

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JUSTINMIND

CHARLOTTE WALKER

27, Los Angeles

UX DESIGNER

· STATUS  
SINGLE

· SALARY  
\$50K

· TIER  
MID-LEVEL

· ARCHETYPE  
PERFECTIONIST

PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding

BIO

Charlotte recently started a new job as a UX design in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.

Motivations



Goals

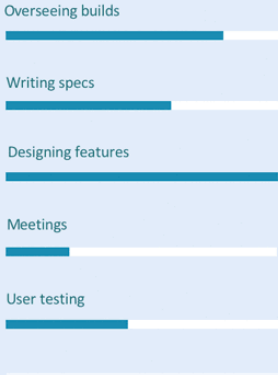
- Introduce user focused mentality and methods into traditional company landscape
- Improve usability of bank's customer facing interfaces
- Grow the UX team

Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

“I want to help my team deliver great user experiences”

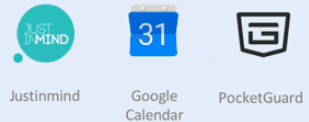
Behavior



Influences

- CREDIBILITY
- COLLEAGUES
- TECHNOLOGY
- BLOGS/ FORUMS
- PSYCHOLOGY
- UI TRENDS

Frequently used apps





## Nerdy Nina

"The book is way better than the movie!"

#booklover  
#bookaddict  
#booknerdproblems

### DEMOGRAPHICS

Age: 25  
Location: Sao Paulo, Brazil  
Education: Software Engineer  
Job: Q/A at Indie Game Company  
Family: Lives with her boyfriend

### TECH

Internet  
Social Networks  
Messaging  
Games  
Online Shopping



### GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

### FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

### READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

### FAVORITE BOOKS



American Gods  
Neil Gaiman



Harry Potter  
J.K. Rowling



Ready Player  
One  
Ernest Cline

# Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveler

ARCHETYPE The Planner

Organized

Practical

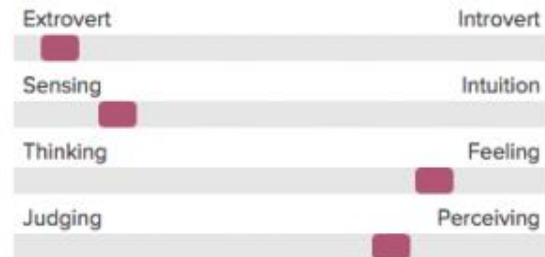
Protective

Hardworking

## Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

## Personality



## Brands



## Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

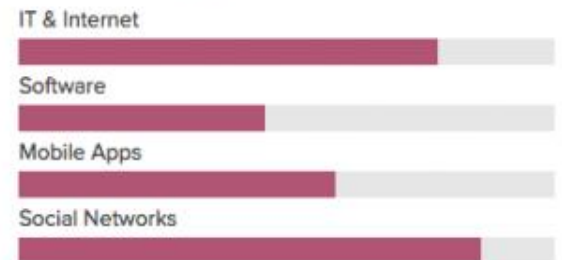
## Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

## Motivations



## Technology



# EXAMPLES EXAMPLES

Buyer Persona Examples

# 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

Buyer Persona for 0.89% users in the current filter (6,745 of 755,655) vs Nostilé fans formed by 1.0% users in the database (8,095 of 819,729)

### Buyer persona of L'Oréal

**0.9%**  
6,745 of 755,655

**37 years old**  
Avg. Age. Mostly Females

**49% Urbanites**  
Live in large cities

**5.7**  
4.1

- They are interested in **Cosméticos y Maquillaje, Droguerías y Perfumerías, Productos del Cabello y Peluquería.**
- They are not interested in **Clonismo, eSports, Motocicletas, Bebidas Isotónicas y Energéticas, Cultura Cervecera.**

#### Personality

**Prone to worry:** Often feel like something unpleasant, threatening, or dangerous is about to happen. The "fight-or-flight" system of their brains is too easily and too often engaged.

**Modesty:** Are unassuming, rather self-effacing, and humble. However, they do not necessarily lack self-confidence or self-esteem.

**Cheerfulness:** Experience a range of positive feelings, including happiness, enthusiasm, optimism, and joy.

**Gregariousness:** Find the company of others pleasantly stimulating and rewarding. They enjoy the excitement of crowds.

#### Needs

**Closeness:** Relish being connected to family and setting up a home.

**Love:** Enjoy social contact, whether one-to-one or one-to-many. Any brand that is involved in bringing people together taps this need.

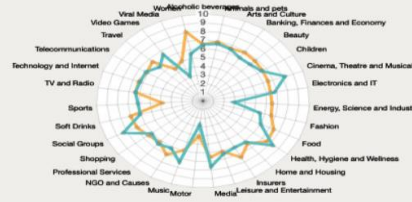
#### Values

**Hedonism:** Seek pleasure and sensuous gratification for themselves.



Cosméticos y Maquillaje	10
Droguerías y Perfumerías	9.1
Productos del Cabello y Peluquería	9.0
Cuidado Corporal y Facial	8.9
Comunidades	8.8
Higiene Personal y Desodorantes	8.8
Alto Standing	8.4

Dairy Products	9.1
Mothers	9.1
Hygiene and Deodorants	8.8
Candy	8.8
Chocolate and Cocoa Products	8.5
Cereal and Biscuits	8.4
Reality shows	8.0



### Buyer persona of Nestlé fans

**1%**  
8,095 of 819,729

**41 years old**  
Avg. Age. Mostly Females

**44% Urbanites**  
Live in large cities

**5.8**  
4.4

- They are interested in **Dairy Products, Mothers, Hygiene and Deodorants.**
- They are not interested in **Boxing, eSports, Personalities, Trap, Motorcycles.**

#### Personality

**Modesty:** Are unassuming, rather self-effacing, and humble. However, they do not necessarily lack self-confidence or self-esteem.

**Prone to worry:** Often feel like something unpleasant, threatening, or dangerous is about to happen. The "fight-or-flight" system of their brains is too easily and too often engaged.

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#### Needs

**Closeness:** Relish being connected to family and setting up a home.

**Love:** Enjoy social contact, whether one-to-one or one-to-many. Any brand that is involved in bringing people together taps this need.

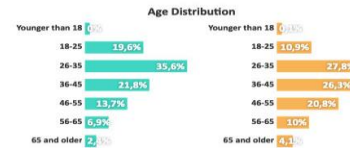
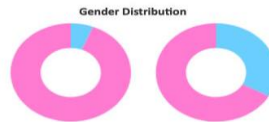
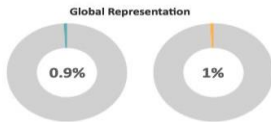
#### Values

**Hedonism:** Seek pleasure and sensuous gratification for themselves.

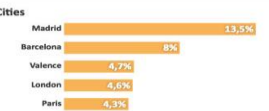
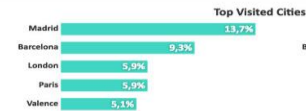
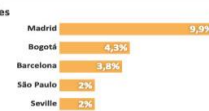
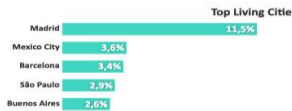
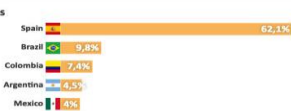


### Socio-Demo Interest and lifestyle

#### Summary



#### Locations



# 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

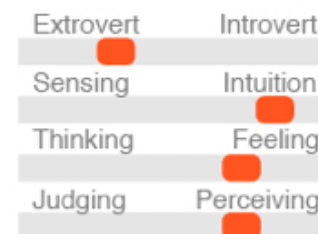
## FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

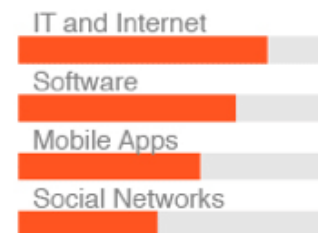
## BIO

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



0 25 50 75 100

Communication and language

skills



0 25 50 75 100

IT skills



0 25 50 75 100

### Goals

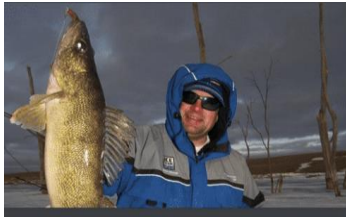
1. to be a better teacher (learning new methods)
2. to build a professional network for future research-projects
3. to have a tenure-track position (full professor) at her home university

### 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)



**Jackson Beck, 43, North Dakota**

GENERATE NAME

Guardian



**Demographic**

Male 38 years

United States

Married

Two kids, teenage boys.

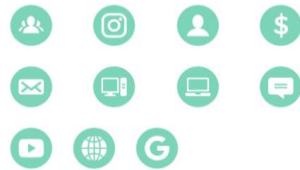
Business Account Manager

Salary: \$90,000

Farmers Edge Agriculture Services

+ ADD FIELD

**Channels**



**Technology**



**Browsers**



**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



Matthew Goodman

GENERATE NAME

Rational



### 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.

### Demographic

Male 27 years

USA

Single

IT, tech-writer

Medium

### Skills

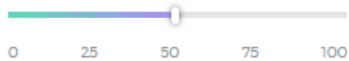
IT+Internet



Technical writing



Mobile apps



### 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

### Brands and influences



Confluence

### Social



**Background:**

**Sample Sally**

**Challenges:**

**Demographics:**



**Common Objections:**

**Goals:**

**Hobbies & Interests:**

**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

# 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!"



- 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

# 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



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Compiled and written by Kaspersky. Design by Juan  
Legido for FortiMagnum



# GROUP ASSIGNMENT

BUYER CANVAS FOR AUTOMOBILE BRAND

# Buyer Persona for a Automobile Brand

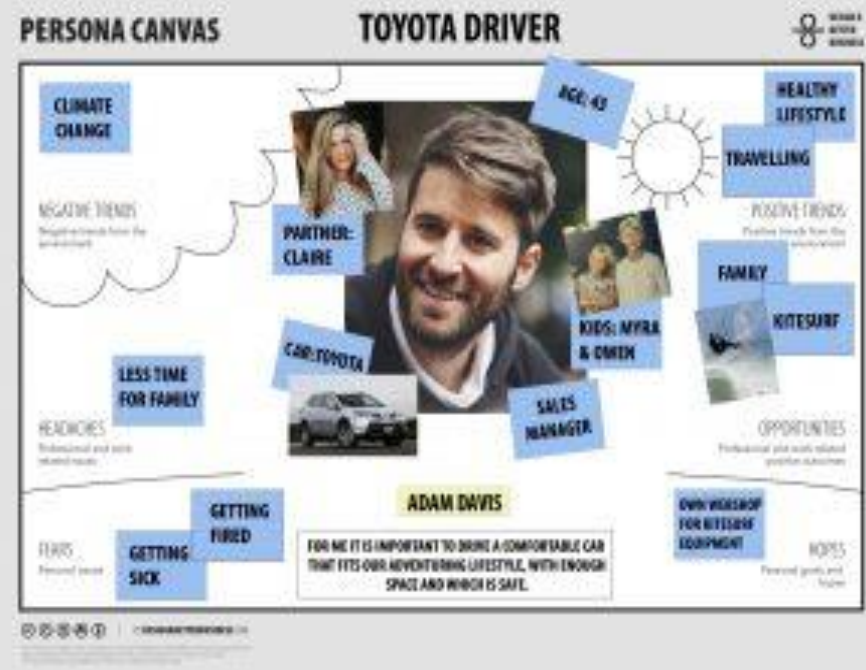
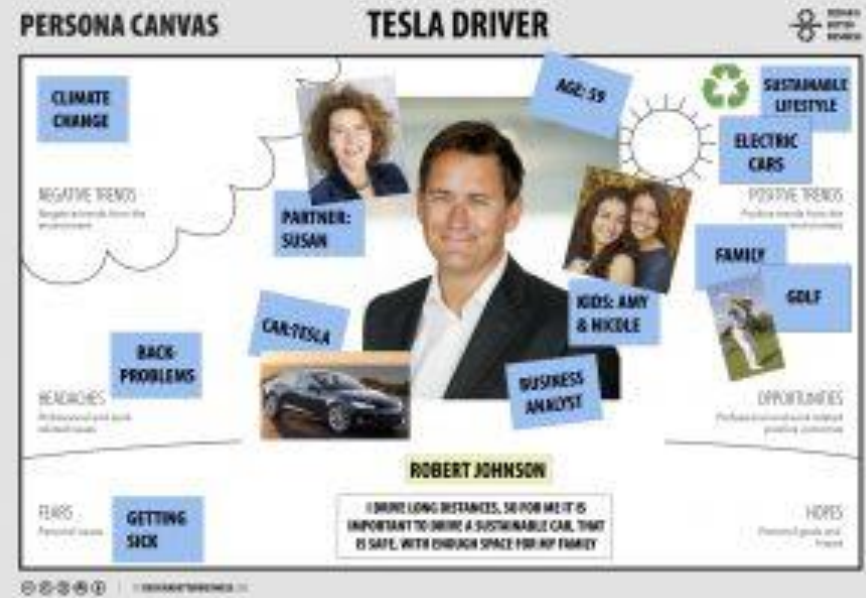
## Focus: Thai Consumers

Create and Analyze an existing **BUYER PERSONA** by using **customer insights both primary and secondary information**. Who is your target audience (Thailand) ?

- Each team will work on your chosen brand.
- PPT slide Max. 1 page – 1 buyer persona. (excluding cover and appendix). Max 3- 5 mins presentation
- Freedom to use template Options (free style)
- CEOs please submit files by next week.
- Remember as brand managers, practice your research , analytical and creativity skills....Now you get a chance to know your brand as a person! Enjoy



- Customer Pain Points
- Needs and wants
- Motivations
- Lifestyle
- Activities



# Buyer Persona

Buyer personas are typically mapped with information such as:

---

1. **Persona Name**
2. **Career path or professional background**
3. **Typical age, hobbies and whether they live in urban, suburban or rural areas**
4. **Goals - what they're looking to achieve in their role**
5. **Challenges - what hurdles are they trying to jump**
6. **Real quotes - what they say about their challenges**
7. **How your company can help them overcome their goals and challenges**
8. **What their common objections are during the sales process - in their own words**
9. **Their role in the buying decision**
10. **Communications preferences, and where they go for information**
11. **Marketing message - what kind of messages do they need to hear from you**
12. **Real quotes - what sales objections you hear from them**

Thank  
You

