

Persona Template

▲ PERSONA NAME

▲ DEMOGRAPHIC INFO

e.g.

- Age
- Gender
- Occupation
- Marital Status
- Location
- Income Level
- Education

▲ MEDIA & BRANDS

e.g.

- Social channels
- Websites
- Clothing brands
- In store/ online shops
- Magazines
- TV programmes

BOSS
GIRLS
UK

▲ LIFESTYLE & BEHAVIOUR

e.g. active, healthy, trend setter, foodie,
music lover, fashionista

▲ GOALS & CHALLENGES

e.g. GOAL: Achieve more work/life balance
CHALLENGE: Finds time management a struggle

HOW CAN YOU HELP THIS AUDIENCE?

Persona Template

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 **LIFESTYLE & BEHAVIOUR**

 **GOALS & CHALLENGES**



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