

Name & Plans

Needs & Goals

What are their aspirations + what guidance, inspiration + practical solutions can you offer?

Demographics

Age:

Location:

Occupation:

Psychographics

Values:

Interests:

Challenges:

Connection points

Where does your persona spend time?
How do they interact with brands?

Brand alignment

What aspect of your brand aligns most with their values + needs?

How can you refine your messaging to better resonate with them?



Name & plans

Amelie dreams of opening her own bakery

Demographics

Age: 35
Location: Paris
Occupation: Barista + baker

Psychographics

Values: Beauty + wonder
Interests: Photography
Challenges: Marketing

Brand alignment

My commitment to creativity + sustainability + warm tone of voice resonates with Amelie

Needs & goals

Amelie needs a brand identity + templates for social media

She wants to build a café brand with a sweet + playful voice

There are also plans to create her own product range in the bakery

Connection points

Instagram + Pinterest to showcase bakes

Farmers' markets + local food festivals

She wants to learn more about the role of brand storytelling in business



Name & plans

Needs & goals

Demographics

Age:

Location:

Occupation:

Psychographics

Values:

Interests:

Challenges:

Connection points

Brand alignment

