

BULLS-EYE TARGET MARKETING



JOSEPH



BETTY

DEMOGRAPHIC

Bulls-eye description (age, sex, ethnicity, income, family, occupation, etc)

Joseph is a 43 Year Old, Canadian, Caucasian. He makes about \$140k a year. Has a wife and 2 kids. His wife is also high level management and his two kids are in high-school. They are very well rounded with sports and arts. He lives in Burnaby. Works as a President of Holkins School of Arts. He's held various management positions and this is his first President job.

Betty is a 30 year old professional. She makes about 65k per year. Her family is from Vancouver and she grew up in the West end. She works at UBC and is the manager of Sponsorship. She lives by herself in Kitsilano and has a dog named Spot. She attended UBC and has been working there since she graduated.

GEOGRAPHY

Location (neighbourhood, region, urban/rural)

He lives in Burnaby Heights, in a prestigious residential area. It's slightly rural but has easy access to Downtown Vancouver.

She lives in Kitsilano in a rental apartment. She's looking to buy soon but the market is quite expensive so she's been saving up.

PSYCHOGRAPHIC

Lifestyle & Class

Spends most of his free time with family. Is family oriented and is fairly well off. When he has time to himself he enjoys golfing and following the Canucks.

She is doing pretty well for herself but she's looking to move up any chance she gets. She's middle class and came from a middle-high class family. She knows the luxury of living on the west side and enjoys yoga, biking and hiking in Vancouver. She goes to Whistler every once in a while with her friends to snowboard and loves to travel as much as she can.

Personality (Attitudes & Values)

He's fairly charming and easy going. Everyone likes him. He basis a lot of his decisions based on finances and takes calculated risks to grow the business. He values his employees and company culture but understands the importance of the financial health of an organization.

She's wants to maintain her lifestyle and believes strongly that working hard will lead to more opportunities. She has strong values around family and friends and they always come first. She has strong beliefs around animal cruelty and the environment but she keeps it to herself mostly.

BEHAVIOURAL

What does he/she like to do on their free time?

Enjoys spending time with his family. He golfs with his university friends. He also has a hockey pool and enjoys reading nhl.com for the updated news. He also enjoys cooking and travelling.

She loves to go to yoga to decompress – it's her own time to herself. She loves travelling and exploring the world. She also loves to read fiction books and enjoys the occasional non-fiction biographies.

What are some every day problems he/she has?

His biggest issues are ensuring he can put his kids through to university, keeping his wife happy and maintaining his health. He wants to stick around to see his grandkids.

She is cognizant that she's 30 and she wants to meet the right person. She knows she's very focused on her career and does want to get out more to find someone. She worries about money as she doesn't have enough to live the lifestyle she wants but she knows that a lot of it is a luxury.

HOW OFTEN DO THEY USE YOUR SERVICE OR PRODUCT?

He's a loyal user of our product. He likes to be very hands on so visits frequently and is highly involved in the process. Enjoys learning and wants to expand on their expertise.

Every few months. If it's convenient she'll drop by and pick up something.

HOW LOYAL ARE THEY TO YOUR SERVICE?

They are very loyal. They trust our decisions and asks us for direction and advice.

Not totally but enjoys the product and will choose it if she's nearby. She does use others that are similar.

INFLUENCES

Who influences their decisions?

They trust their wife, lawyer and accountant for a lot of their decisions. Also trust their management team greatly. He likes to listen to what his team has to say. Also likes to read up and keep up to date on the latest in the industry. So is up to date with the industry paper and has colleagues in the industry that help keep him a top of trends.

Her mom and her close girlfriends. She trusts their opinions a lot and seeks their advice. Also an avid review reader. She likes to know she's investing into something that has proven quality.

What influences their decisions?

Very practical in their approach – foremost the company health is important and nurturing top talent is important as well.

She wants bang for buck and thrives on knowing she has a good deal. Likes to ensure it's worth the money if she's investing in it.

