

Buyer Persona Snapshot Comparison

both “young families” but...very different people requiring different marketing & content strategies.

Peter & Kathleen “Dream Weavers”	
Life Stage	Young Family
Demographics	Affluent (2 nd highest in US) , Dual Income- Information, finance, education fields. College educated. Tend to live in large homes in newer suburbs. 35-45 years old, married with kids in school.
Key Issues to Target	Children’s well-being, experiences of childhood. Health. Family-centric. Commute/Busy lives.
Lifestyle	Tend to belong to organizations (<i>churches / synagogues, PTA, art associations, country clubs</i>). Active athletic lives-aerobic exercise (jogging, biking, etc.). Frequently take kids to museum, zoos, and family friendly activities.
Buys...	Drives luxury SUV / sedan, latest in technology, home theaters.
Shops at...	Ann Taylor, Banana Republic, and Bloomingdale’s. Loves Trader Joes. (Quality first)
Media	Cable TV (HGTV FoodNetwork) Radio during commute. magazines, such as Architectural Digest, Traditional Home, Bon Appetit, Real Simple, Working Mother. Internet for everything. Email.
What triggered decision to buy?	...
Buying Process	...

Tom & Tonya “New Suburbia Families”	
Life Stage	Young Family
Demographics	Affluent (some earn six-figure incomes), Mostly Dual Income-managers, executives and white-collar professionals. 2/3 College educated. Tend to live in new suburbs. Under 35 years old, married with kids in pre-school.
Key Issues to Target	Busy lives. Commute. Children-centric. Can be debt-heavy...
Lifestyle	Families participate in team sports such as baseball, basketball and soccer, shuttling kids and gear around. Tend to take kids frequent zoos, aquariums & campgrounds. College saving plans prevalent.
Buys...	Drives SUV /minivan, Grocery includes pizza, Pop Tarts and prepared lunch kits. High propensity for owning toys, books and video games, and consumer electronics device. Home theaters.
Shops at...	Target, Best Buy, Walmart (price/function over style)
Media	Too busy to read a newspaper or magazine. Network TV(Sitoms, reality shows) Cable TV (ESPN, MTV, Comedy Central) Radio during commute. Internet for everything(stocks, jobs, real estate listings) .
What triggered decision to buy?
Buying Process	...

advisor.director.collaborator