

XYZ Company Target Personas

Kree

Has established families, careers, and a connection to her community. Part of a racially and ethnically diverse millennial group—the only group that is a majority non-white. Has acquired enough experience in the world to care about certain issues, and enough stability in life to spend energy and disposable income on those issues.

Around 19% of millennials, group dominated by females

Age: 32

Social Channels

- Facebook
- Instagram
- Pinterest
- Snapchat (limited use)
- Video Stream
- Goodreads
- Twitter

Mindset

- Traditional Values (family, generation to generation, culture)
- Crave Work life balance
- Active – wants to stay healthy
- Authenticity is critical
- Community consciousness – wants to make a difference
- Will purchase a product or service to support a cause
- Actively engaged with brands on social
- Loves travel to get away from the career grind

Behavior

- Ambitious
- Value is important, however personal growth doesn't have a price tag
- Will post original videos and images
- Will share other videos and images
- Will freely share feedback
- Wants to participate in creating products or brands

Content Consumption



- Enjoy creating and seeking out new experiences rather than spending time in the digital universe
- More likely to actively seek out news and information
- Pays for a digital or print news subscription, and they are likely to follow current events and report using the news for civic reasons
- Likely cord cutters –
 - Love TV, but don't want to pay for traditional cable
 - Will also read books – both electronic and physical
 - Hasn't had a land line phone in years

Goals

- Family/relationship growth
- Career growth
- Financial grown & independence
- Growing as a person
- Body health (exercise)
- Social commerce (social media commerce, buying and selling products)
- Increase travel to boost life experience

Content Sources (examples)

<https://www.fanfiction.net/>
<https://twitter.com/jmcmillen89>
<https://twitter.com/ejosh>
<http://www.marieforleo.com/>
<http://fourhourworkweek.com/blog/>
<http://workawesome.com/>
<http://www.shoemoney.com/>
<http://exilelifestyle.com/>
<http://zenhabits.net/>
<http://www.goodlifeproject.com/>
<http://worklifefit.com/blog/>
<https://www.wattpad.com/user/lanixo>
<http://babyhappypants.com/>
<https://themillennialmale.wordpress.com/>
<https://twitter.com/EBFarmStand>
<http://www.oliviacleansgreen.com/>

Pax

Gets news and information mostly by just bumping into it. Tends to have not yet started families or established careers. Online life is spent largely keeping up with his social circles, schooling, or first-time job hunts.

Age: 23



Social Channels

- Reddit
- Twitter
- SMS
- SnapChat (Female persona)
- Instagram (Female persona)

Around 23% of millennials, group dominated by males

Mindset

- The most tech savvy of all groups
- Not financial established
- Non-conformist
- Not highly optimistic
- Most relationships online over person to person

Behavior

- Introverted and extremely elusive
- Highly private
- Use tech for entertainment
- Consumes high amounts of video
- Uses tools to keep their identity private
- Engage with brands on social
- Could attend Comic Con (goals make new friends; meet people they've connected with online; reconnect with people met in the past; find potential love interests)
- Cord Cutting
- Attend on average 1-3 Live Events per year

Content Consumption

- Consumes large amounts of video
- Game focused chatting
- Uses sources they trust to get news

- Conventional news subjects like community or world news are not a central interest to his daily life
- Investigates opinions contrary to his own on social media
- Comics
- Video Games Stories
- Webcomics, Anime/Manga, Comics/Graphic Novels, Sci-Fi/Fantasy, Video Games, Movies/TV, Tabletop Games

Goals

- Have enough money to get the technology he desires
- Be part of a virtual community

Content sources (examples)

<http://www.cosplay.com/>

<http://thebitchywaiter.com/>

<http://www.popoptiq.com/>

<https://www.wirelessdesignmag.com/>

<https://slashdot.org/>

metafilter.com

<https://www.reddit.com/>

<http://www.sbnation.com/>

<http://www.hupu.com/>

<http://acparadise.com/>

<http://www.tikihumor.com/>

<http://www.themarysue.com/>

<http://www.deviantart.com/>

<http://www.furaffinity.net/>

http://www.goodreads.com/book/show/1620374.A_Treasury_of_Foolishly_Forgotten_Americans

<https://www.facebook.com/ratcityrollergirls/?ref=profile>

<http://hackaday.com/>

www.hulu.com

Cadence

Creative with budget. Wants to be on the cutting edge and set trends before they happen. New place to eat, fashion, drink anything that is trendy. Actively seeks out news and information. Has not yet fully developed family or career goals. Highly connected (97 percent of her peers have smartphones) and is interested in news and is more active in pursuing it online. Follows a variety of current events and news-you-can-use topics. Uses the internet and social media to both gather information and connect with others.



Age: 27

Social Channels

- Dating apps (Tinder)
- Instagram
- Facebook
- Twitter
- Snapchat
- Pinterest

Around 42% of millennials

Mindset

- Highly educated
- Working to afford lifestyle
- Lives life online
- Early adopter
- Uses several tech devices
- Brands should support society

Behavior

- Extroverted
- Authenticity is critical
- Likes to share opinion and feedbacks (positive and negative)
- Like to set trends
- Wants to participate in creating products or brands
- Validation from peer responses
- Wants to travel (in US and international)
- Values brands that enhances her life

Content Consumption

- Share but don't create a lot of content
- Curates stuff from groups, organizations , others and sends it along to others
- Looks for subject matter expert focused content
- Looks for content of interest (fashion, social change, travel, health and wellness, food, etc.)
- Looks at blogs

Goals

- Share content that is of interest to them and they will share it
- Wants to be connected to others like them
- Lots of varied interests answered in one place
- Social commerce
- Next step in career
- Start towards financial independence

Content Sources (examples)

<https://www.instagram.com/myideaspace/>

<https://www.fanfiction.net/>

<http://galmeetsglam.com/>

<http://phashionable.com/>

<http://www.brittandwhit.com/>

<http://crystalinmarie.com/>

<http://www.pancakestacker.com/> <http://feeds.feedburner.com/Pancakestacker>

<https://themillennialmale.wordpress.com/>

<https://www.wattpad.com/user/TheLoneWolf59>

<http://www.thedaybookblog.com/>

<http://id.pjox.com/travolto>

Nash

In touch with multiple brands and seems to have loyalty to no one. Innovation, collaborative and results focused. Cares very much about the end goal, but less about the path that it takes to get there, and dislikes the red tape to which businesses often adhere. Likes to spread message of inclusion and forward thinking information. Doesn't shame or blame looks for a solution.



Age: 21

Social Channels

- Twitter
- Facebook (closed groups)

Around 16% of millennials

Mindset

- Knowledge indicates success
- More entrepreneurial
- Quality over quantity (close friends, purchase product that are quality like local grown, made by a person)
- Ahead of others on the curve of information and change
- Look at things from a global perspective
- No to shamming or blaming
- Results by best path
- Come together to create change

Behavior

- Forward thinking
- Authenticity is critical
- Likes to share opinion and feedbacks (positive and negative)
- Respond to peers that think of the big picture
- Wants to travel (in US and international)
- Values brands that enhances life and community
- Think locally act globally

Content Consumption

- Value content that is of higher value of lot of quantity
- Content that speaks to the future
- News helps them stay informed and become a better citizen
- Use technology to promote information and change

Goals

- Working together
- Finding like-minded people to support each other
- Social Progress
- Entrepreneurship
- Education
- Grass roots to fight for change
- Empowerment

Content Sources (examples)

https://www.linkedin.com/pulse/feed/channel/social_impact

<https://marketsforgood.org/>

<http://www.hewlett.org/blog/categories/photo-essays>

<https://sashadichter.wordpress.com/> <http://feeds.feedburner.com/SashaDichtersBlog>

<https://mobilizingideas.wordpress.com/>

<http://www.sportsandsocialchange.org/index.php/blog>

<http://www.everydaysociologyblog.com/>

<https://contexts.org/>

<http://www.fastcoexist.com/>

<https://brewmasterjack.wordpress.com/>

<https://twitter.com/EBFarmStand>