

the brand experience

part 3 for whom?

Part 3 is about figuring out your target market

demographics

1. Group 1:

Age

Gender

Ethnicity

Location

Income Level

Education Level

Marital status

Occupation

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2. Group 2:

Age

Gender

Ethnicity

Location

Income Level

Education Level

Marital status

Occupation

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3. Group 3:

Age

Gender

Ethnicity

Location

Income Level

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psychographics

4. Personality

What are the the personality traits of your audience?

5. Attitudes

What attitudes do they possess?

6. Values

What values characterize them?

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7. Interests

What sorts of things do they like?

8. Lifestyles

What kind of lifestyle do they have?

9. Behavior

How do they behave themselves?

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creating a client profile

10. It's your turn to create your ideal client's profile!