

[CLIENT]

2019 Brand Refresh

Supporters Personas — 08.15.19

[CLIENT] currently has—or needs—supporters from 3 core audiences:



Primary:
Susan Saunders

Middle-aged women
from the district



Secondary:
Nick Price

Middle-aged men from
the district



Tertiary:
Sonja Green

Liberal millennials
nationwide

Meet Susan Saunders

Susan Saunders - Demographics

- **Age:** 35-70
- **Gender:** Female
- **Salary/household income:** \$75,000
- **Location:** Suburban/rural
- **Ethnicity:** White
- **Education:** College degree
- **Family:** Married with 2 kids



Susan Saunders - Goals and Challenges

Primary Goal:

A happy, healthy family that's well taken care of

How [CLIENT] helps achieve this goal:

Promoting health care services, assistance, and the Affordable Care Act

Primary Challenge:

Being responsible not only for children, spouses and themselves, but also aging parents

How [CLIENT] helps address this challenge:

Lobbying for affordable health care

Susan Saunders - Values, Fears, and Barriers to Vote

Values	Fears (about [CLIENT])	Barriers to Vote
Family first	Too young	Too busy caregiving
Faith (Christianity)	No kids	Can't leave work to vote
Social connection/belief in community		
Dependability		

Susan Saunders - Personal Life

Hobbies:

- Gardening
- Book club
- Dinner parties

Computer Literacy:

- Active on Facebook
- Connected via email
- Not constantly online or particularly technology-savvy

News Sources:

- Facebook
- Local newspaper
- Social groups

Susan Saunders - Key Marketing Message

It's up to us to make our
communities safe and healthy.

Meet Nick Price

Nick Price - Demographics

- **Age:** 35-65
- **Gender:** Male
- **Salary/household income:** \$95,000
- **Location:** Suburban/rural
- **Ethnicity:** White
- **Education:** High school diploma
- **Family:** Married with 2 kids



Nick Price - Goals and Challenges

Primary Goal:

Creating a legacy of a strong America and a family that's provided for

How [CLIENT] helps achieve this goal:

Focus on safe spaces and support of "wholesome" activities, like community events and programs, good schools, and access to jobs

Primary Challenge:

High taxes on hard-earned money

How [CLIENT] helps address this challenge:

Focus on job creation, supporting local businesses, and framing tax money as re-investing in community infrastructure for a community with more earning potential

Nick Price - Values, Fears, and Barriers to Vote

Values	Fears (about [CLIENT])	Barriers to Vote
Hard work	Too young	Not interested in a broken system
Advancement based on merit	Too liberal	Can't leave work to vote
Responsibility	Too different/"the other"	
Justice		

Nick Price - Personal Life

Hobbies:

- Woodworking
- Boating
- Hunting

Computer Literacy:

- Moderate—not totally comfortable online
- Uses Facebook to keep up with close family
- Able to use email, but prefers hard copies or phone calls

News Sources:

- Facebook
- Local newspaper
- FOX News
- At work/the office

Nick Price - Key Marketing Message

Where business thrives,
communities and families thrive.

Meet Sonja Green

Sonja Green - Demographics

- **Age:** 22-35
- **Gender:** Female
- **Salary/household income:** \$35,000
- **Location:** Urban/suburban
- **Ethnicity:** Mixed race
- **Education:** Working toward a Master's
- **Family:** Unmarried, 1 kid



Sonja Green - Goals and Challenges

Primary Goal:

A world where there's social justice and respect of human rights

How [CLIENT] helps achieve this goal:

Support of legal immigration and DACA, green initiatives, and representation for all minorities (race, sexuality, etc)

Primary Challenge:

Feeling like a real agent of change

How [CLIENT] helps address this challenge:

Listening to constituents and voices from across the nation to address her district's—and the country's—needs

Sonja Green - Values, Fears, and Barriers to Vote

Values	Fears (about [CLIENT])	Barriers to Vote
Universal human rights	Feeling disenfranchised or unable to create real change	Working two jobs
Being part of a greater cause	Live outside of district	Not registered to vote (especially after moving frequently/recently)
Responsibility for future generations	Acquiesces too often to conservative constituents	ID laws - unable to provide sufficient identification
Transparency		

Sonja Green - Personal Life

Hobbies:

- Yoga
- Travel
- Brunch with friends
- Pottery class

Computer Literacy:

- Extremely literate in technology
- Active with the latest social media trends
- Enjoys using apps

News Sources:

- Facebook
- E-newsletters
- Blogs
- New York Times

Sonja Green - Key Marketing Message

The time is now to build a sustainable future with equality for all.

Thank you.