



Yang Jiao

Assignment 2: Audience Persona

PRL214 M001

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Demographics:

Age: 33-35 years old

Gender: male

Salary/household income: 56500 dollars

Education: Most of them should be well-educated

Family: Married / Have children

Goals/Challenges:

1. What are their goals, aspirations?
 - Seek fun and educational experiences for their adolescent children
 - Enjoy and relax while they are accompanying with their children
2. What problems they have?
 - Less free time
 - Less interest in Cartoons and lovely things
 - Refrain from purchasing products from Disney because of the price

Media/ Distribution:

1. What kind of media do they use?

Facebook, Twitter, instagram, LinkedIn and blogging
2. How else can we reach them?
 - Promotion/Advertisement: Poster, television and broadcast advertisement
 - E-mailing
 - Texting
 - Retailing store
 - Apple Store(games, applications)
3. What words, phrases resonate with his audience
 - Green and concerned with fitness
 - praise individuality and youthfulness
 - child-centric upbringing
 - Fun
 - Safe and security
 - Economic
4. What kind of images resonate? Would they click on a video?
 - Images of happy family photo in Disneyland.
 - Cute children with Disney products

It might depends on the time that they see the videos. If they are busy, they might not click. On the videos; if they are free and relaxed, they probably would like to see it.

5. Writing Style

- Short
- Respectful
- Pellucid,
- Attractive
- Interesting