



Says

What have we heard them say?
What can we imagine them saying?

I love how [Your Brand Name] pays attention to every detail. Their products/services are truly exceptional!

But that's not all. We also offer [mention any special promotions, discounts, or loyalty programs]

The customer service at [Your Brand Name] is outstanding. I feel valued and appreciated as a customer.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Customers want products or services that are of high quality and offer value for their money.

Ease of use, accessibility, and hassle-free experiences are highly desirable.

People are often attracted to innovative and unique offerings that stand out from the competition.



Persona's name
Short summary of the persona

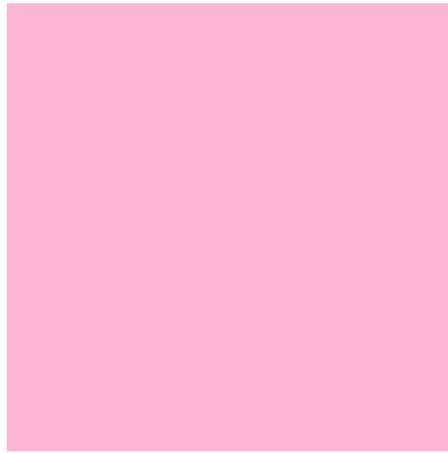
Well-crafted brand promo videos often lead to increased engagement, such as likes, shares, and comments on social media platforms

Viewers might click on links provided in the video description or comments section to learn more about the brand, its products, or services.

Positive comments, emojis, and expressions of excitement or admiration indicate a favorable response to the video content

Fear of overspending or making a wrong purchase decision that might impact their financial stability

Fear of receiving low-quality products or services that do not meet their expectations



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?