



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



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



Define
your
campagin
goals

To grow
their
audience

Ad targeting
and
Placement

monitor and
optimize

To increase
brand
awareness

To promote
their videos
efficiently

Tracking and
optimizing
their
campagins

Creating More
immersive and
interactive ads

May have Specific
insights or
recommendations
based on
experience

Imagine
advertises
using new and
innovative
ways

May feel Excited
and enthusiastic
about creative
possibilites and
potential.

May have
concern about
the cost
,effectiveness or
technical aspects



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?