



*"I'm looking for a way to treat my inflammation."*

Age: 70  
 Work: Retired, former teacher  
 Family: Widowed, one daughter  
 Income: € 20.000  
 Location: Düsseldorf, Germany  
 Character: The Super Granny

Active

Hardworking

Emotional

## Technology skills

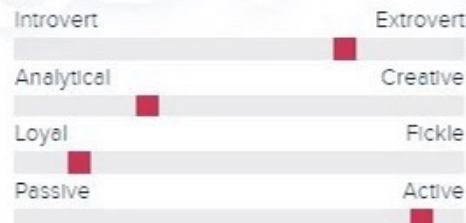
Novice

Expert

## Bio

Laura Nguette is a former javelin thrower, who suffered in her 30s from a major injury which caused her to quit her favourite sport. She dedicated her life to track and field and became a trainer. She got married and had a daughter, Marilena, who is now a pediatrician and who has herself a beautiful daughter. The injuries of the past and her athlete's days left her with lots of ailment, in fact she suffers from the so-called "overhead shoulder", a condition which consists in an inflammation of the joints. Now that Laura is retired, she would like to go to the running field and cheer for her former students, but her aches are too strong.

## Personality



## Preferred Channels



## Goals

- to treat inflammation
- to play with her granddaughter
- to go to the running track

## Frustrations

- the medicines are not working
- she is in a lot of pain
- she struggles falling asleep at night

## Motivation



## Brands



# Rebecca Garbarino



*"I'm looking for natural and cruelty-free skincare products."*

Age: 32

Work: Nurse

Family: Single, one cat

Income: € 26.400

Location: Paris, France

Character: The Gentle (but lonely) Soul

Hardworking

Caring

Gentle

People-pleaser

## Technology skills

Novice

Expert



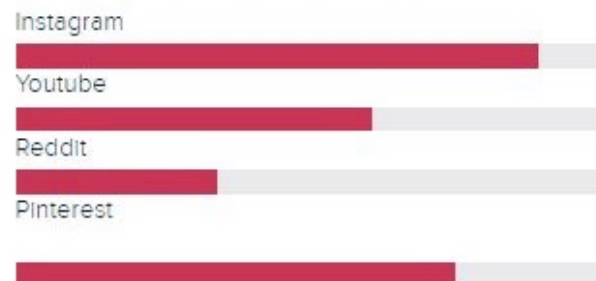
## Bio

Rebecca is an ER nurse, she is very caring and she likes taking care of other. She doesn't take good care of herself though; she's focused on her career and on her patients and she doesn't have time for relationships. She believes in alternative medicines. She occasionally goes out with her friends to have an aperitivo, but she much prefers staying at home with her cat, Loki, watching the newest season of Bridgerton. Her work is fulfilling but stressful and her skin took a hit: she's breaking out quite a lot recently: she wants to get into skincare and making it part of her busy routine.

## Personality



## Preferred Channels



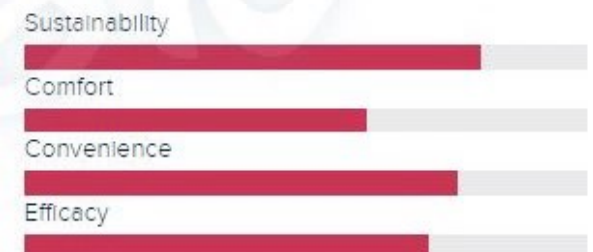
## Goals

- to find natural and organic products
- to improve her skin
- to develop a viable skincare routine that doesn't take too much of her time in the morning

## Frustrations

- no time to get informed and buy new the products
- doesn't know how to interpret all the ingredients...are they good for her skin? Are they bad?
- only buys cruelty-free products

## Motivation



## Brands

Vinted

CeraVe

We makeup



# Alberico De Santis



*"I'm looking for new and natural vape's liquid to improve my health and get my girlfriend off my back"*

Age: 57

Work: Divorce Lawyer

Family: In a relationship, one child

Income: € 40.500

Location: Roma, Italy

Character: The Self-Made Man

Successful

Pretentious

Carefree

Outdoorsy

## Technology skills

Novice

Expert

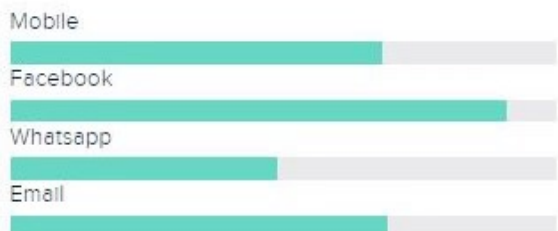
## Bio

Alberico is a Roman lawyer. He has a son, Luca (16), but he's no longer with his son's mother, even though they parted amicably over 10 years ago. He has a new younger girlfriend, Cecilia, with whom he shares his passion for outdoors activities like skiing, hiking, and hand-gliding. He has a passion for vintage designer clothes. He recently quit smoking cigarettes and is now a vaper. His girlfriend keeps on nagging him on the health issues connected with synthetic vape's liquids; she would like him to quit altogether but he compromised and said he would switch to more natural liquids.

## Personality



## Preferred Channels



## Goals

- to find new natural liquids for his vape
- to improve his health
- to try new vape's flavours

## Frustrations

- neither time nor a strong desire to inform himself on natural alternatives
- doesn't really like buying sight unseen; he prefers going to the electronic cigarette's shop to try the flavours out.
- would feel like he was betraying a friend if he were to buy online and not from Mariano, his trusted shopkeeper.

## Motivation



## Brands

amazon

etoro

Vestiaire Collective

# Hwang Seun-woo



*"I need something for my leg cramps."*

Age: 30  
Work: Intern  
Family: Single  
Income: € 17,000  
Location: London, UK  
Character: The Good Guy

Reserved

Cautious

Kind

## Technology skills



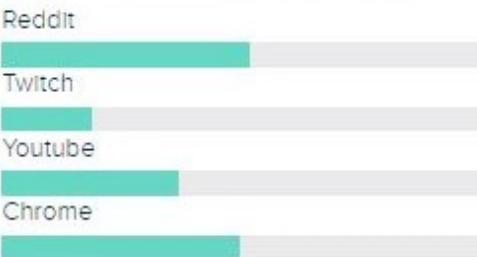
## Bio

Hwang Seung-woo is a Intern at Horizon Informatica company in Pordenone. He likes his new job and hopes they can hire him soon. He started working out at the gym to gain some muscle mass and feel stronger and more energetic throughout the day (and also to impress the girl he is dating!). Unfortunately, he suffers from leg cramps which badly affect his trainings. His doctor also suggested taking vitamin supplements.

## Personality



## Preferred Channels



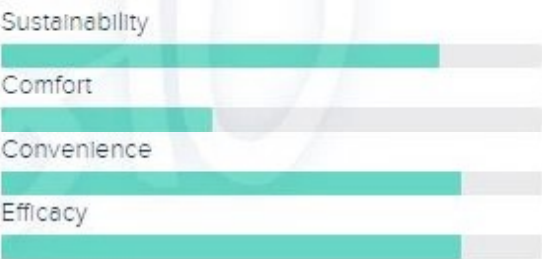
## Goals

- to find a remedy for the leg cramps
- to find a convenient and effective Vitamin D supplement

## Frustrations

- can't work out as he wants due to the cramps!

## Motivation



## Brands





# Roberto Parodi



"I love my family"

Age: 75

Work: Retired

Family: Married with 2 adult children

Income: € 50,000

Location: Barletta, Italy

Character: Traditional Family Father

Traditional

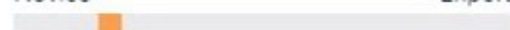
Genuine

Loyal

## Technology skills

Novice

Expert



## Bio

Roberto has worked as a doctor for years. Now that he is retired, he likes to spend time organizing trips with his wife to visit the children and their families. Football is, however, Roberto's true passion: he is looking forward to the weekend to go to the stadium with his friends. He has recently begun to suffer from a fatidious molot arthritis; his children have tried to suggest him palliative creams, but for Roberto they are of no use, they are a bit like psychotherapy and meditation. Alternative medicines for a professional like Roberto have always seemed like a lot of nonsense to get people's money. He tends to be not open to news and he always prefers a traditional family dinner to a sushi with his grandchildren.

## Personality



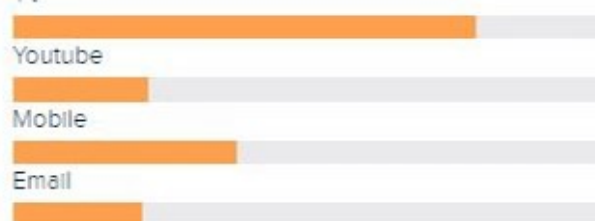
## Preferred Channels

TV

Youtube

Mobile

Email



## Goals

- to spend quality family time
- to adjust that old clock of his father
- to relax

## Frustrations

- the ailments of old age
- the football team is losing the Scudetto
- the State makes him pay too much in taxes

## Motivation

Sustainability

Comfort

Convenience

Efficacy



## Brands



PANORAMA



*"I'm too busy to take care of myself, but I really need it!"*

Age: 61  
Work: Journalist  
Family: Divorced, no child  
Income: € 43.400  
Location: Milan, Italy  
Character: Curious and Always Updated

Reliable

Dedicated

Bossy

## Technology skills

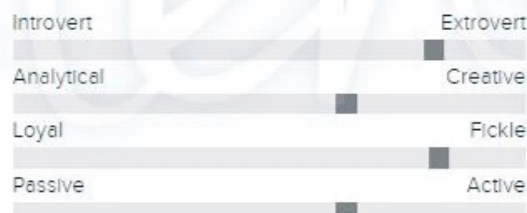
Novice  Expert

## Bio

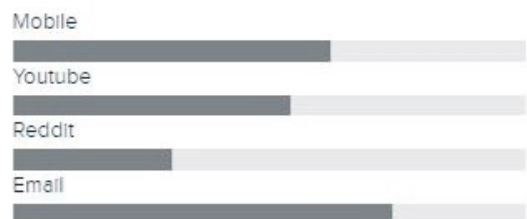
Sandra has always loved writing, and after she graduated in Communication Sciences in Milan she became a journalist. Sandra has always fought for gender equality, and the phenomenon of the gender pay gap, which she experienced first-hand during her profitable career.

She spends most of her time in the newsroom but she cares about leading a healthy life. Nevertheless, between pilates classes in the lunch break and her trusty hyaluronic acid cream in the morning, she always seems to have less time available, which ultimately causes her panic attacks and insomnia.

## Personality



## Preferred Channels



## Goals

- to manage age-related changes
- to manage anxiety and insomnia
- to find a simple but effective skincare routine to do in the morning and before going to bed

## Frustrations

- no time to get informed and buy new products
- hasn't found the right product for her wrinkles
- trusts new shops with great difficulty

## Motivation



## Brands

