# BUYER'S/AUDIENCE'S PERSONA

- UNDERSTANDING HAVMOR'S BUYER/AUDIENCE PERSONA INVOLVES RECOGNIZING THE DIVERSE GROUPS THEY CATER TO. HERE'S A BREAKDOWN BASED ON AVAILABLE INFORMATION:

- **KEY AUDIENCE SEGMENTS:**

- FAMILIES: HAVMOR'S FAMILY PACKS AND VARIETY OF FLAVORS MAKE THEM A POPULAR CHOICE FOR FAMILIES. THEY TARGET FAMILIES LOOKING FOR ENJOYABLE TREATS FOR GATHERINGS AND EVERYDAY ENJOYMENT.

- YOUTH AND YOUNG ADULTS: HAVMOR FOCUSES ON CREATING ENGAGING CAMPAIGNS AND OFFERING TRENDY FLAVORS TO APPEAL TO YOUNGER DEMOGRAPHICS. THEY UTILIZE SOCIAL MEDIA AND DIGITAL PLATFORMS TO CONNECT WITH THIS AUDIENCE. THIS AUDIENCE IS ALSO MORE LIKELY TO TRY NEW AND NOVEL ICE CREAM PRODUCTS.

- INDIVIDUALS SEEKING VARIETY AND UNIQUE FLAVORS: HAVMOR IS KNOWN FOR ITS DIVERSE FLAVOR OFFERINGS, INCLUDING TRADITIONAL INDIAN FLAVORS AND INTERNATIONAL OPTIONS. THIS ATTRACTS INDIVIDUALS WHO ENJOY EXPLORING DIFFERENT TASTES AND EXPERIENCES.

- CONSUMERS PRIORITIZING QUALITY: HAVMOR'S EMPHASIS ON "GOODNESS, TRUTHFULNESS, AND PURITY" RESONATES WITH CONSUMERS WHO VALUE QUALITY INGREDIENTS. THIS INCLUDES INDIVIDUALS WHO ARE CONSCIOUS OF THE PRODUCTS THEY CONSUME.

- PEOPLE CELEBRATING SPECIAL OCCASIONS: ICE CREAM IS A PRODUCT THAT IS HEAVILY USED IN CELEBRATIONS. HAVMOR USES MARKETING THAT TARGET THESE CELEBRATORY FEELINGS.

- GENERAL CHARACTERISTICS: HAVMOR'S AUDIENCE SPANS VARIOUS AGE GROUPS AND SOCIOECONOMIC BACKGROUNDS. THEY ARE PRESENT IN BOTH URBAN AND RURAL AREAS, WITH A STRONG REGIONAL PRESENCE IN GUJARAT. THEY ARE INCREASINGLY INFLUENCED BY DIGITAL MARKETING AND SOCIAL MEDIA TRENDS.IN ESSENCE, HAVMOR AIMS TO CATER TO A BROAD AUDIENCE BY OFFERING A DIVERSE RANGE OF PRODUCTS AND EXPERIENCES THAT APPEAL TO DIFFERENT TASTES AND PREFERENCES.
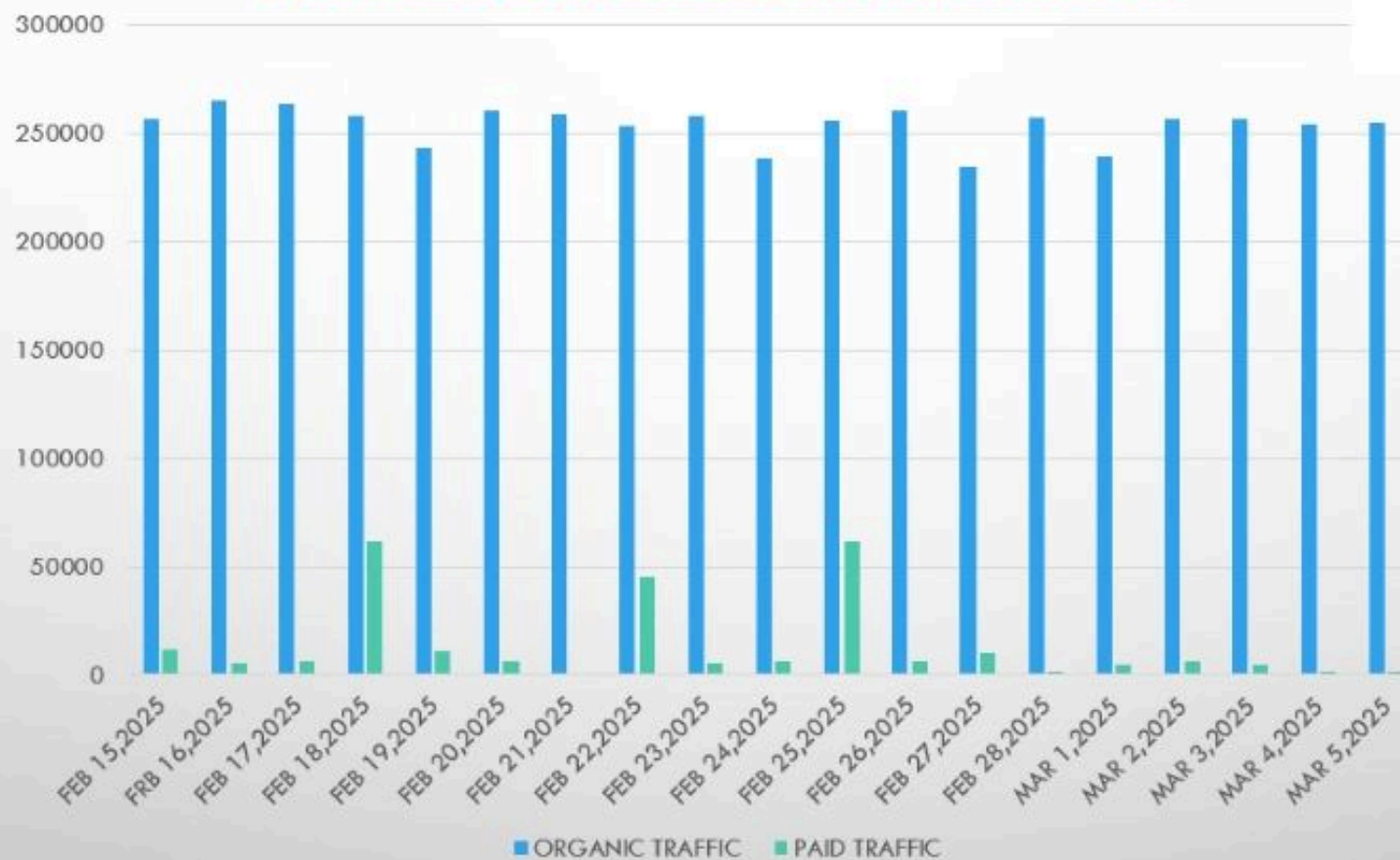
KEYWORD RESEARCH

KEYWORDS	TRAFFIC	VOLUME	URL
HAVMOR ICECREAM	72.4K	90.5K	www.havmor.com
HAVMOR	17.8K	22.2K	www.havmor.com
HAVMOR NEAR ME	9.7K	12.1K	www.havmor.com
HAVMOR ICECREAM PARLOUR	4.3K	5.4K	www.havmor.com
CASSATA ICECREAM	2.4K	49.5K	www.havmor.com/product/slice-cassata

Havmor
ICE CREAM