

Product	TATA 1mg
Brand Link	https://www.1mg.com
Product Names	AYURVEDIC
Business Model	TOP
Features	FOR HEALTH PEOPLE
USP	
Price	DEPEND PRODUCT
Reason to Trust	MEDICINE PASS BY LAB.
How to Find?	DOCTOR GIVEN

Target Segment	
Age	ALL
Gender	ALL
Location	INDIA

Ideal Customer Persona	
Background	
Demographics	
Interests	DEPEND
Other relevant traits	YES
Favorite social networks	NO
Least favorite social networks	YES
Buying behavior	NORMAL
Spending power	NO
Decision maker(s)	NO
Challenges / Pain points	YES
Goals / Motivations	FOR GOOD HEALTH
How we (business, product, or service) can help?	ADDS
Purchasing barrier?	NO
Preferred content type	

Brand Details	
What are the brand colours?	WHITE
What does the primary colour signify?	WHITE
What is the Brand Personality?	NORMAL
The tone of Voice	--
The Brand Promise	YES
The Brand Value	NORMAL

Competitor 1	Competitor 2
mayoclinic.org	https://www.webmd.com/
CANCER	MANY
FOR HEALTH PEOPLE	FOR HEALTH PEOPLE
HIGH	
NO HAVE OTHER OPTION	
GOOGLE	GOOGLE

ALL	ALL
ALL	ALL
EUROP	EUROP

DEPEND	DEPEND
YES	YES
NO	NO
YES	YES
NORMAL	NORMAL
NO	NO
NO	NO
YES	YES
FOR GOOD HEALTH	FOR GOOD HEALTH
ADDS	ADDS
NO	NO

WHITE AND RED	WHITE AND BLUE
WHITE AND RED	WHITE AND BLUE
NORMAL	NORMAL
--	--
NO	no
NORMAL	NORMAL

