



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Need to
make a
difference

fairness

freedom to
choose

What do they HEAR?

what friends say
what boss say
what influencers say

Be the
change see
in the world

Global
warming is
biggest
threat

What do they SEE?

environment
friends
what the market offers

Netflix

Facebook
groups

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Attends
Glastonbury
every year

PAIN

fears
frustrations
obstacles

Too
expensive

Not
convenient
to buy

GAIN

"wants" / needs
measures of success
obstacles

feels like
she's giving
back

tastes great