

## **Country: The Netherlands**

### **Persona**

Mohammed is a 21 year old Dutch man of Moroccan descent. He is the third generation immigrant (his grandparents immigrated to the Netherlands in the 1950'). Having just completed his Bachelor studies in commerce at the University of Applied sciences, he is the first of his family to graduate from higher education. Aspiring to be more than a small shop owner like his father, he wants to make a career as a sales person. In his spare time he wants to show his friends he has accomplished something in his life. He does so through his phone and clothing which are always trendy.

### *Explanation of the persona*

Mohammed is an example of a young man who has not yet the financial ability to buy branded clothing but still wants to be fashionable. He believes in his own abilities and is proud of his accomplishments.

### **Piece of content**

3 things YOU can do to succeed in YOUR career

You just graduated and have the world at your feet. Having started in an entry-level job, you now hope to advance your career as this will show you are successful. This article will give you 3 things YOU can do to succeed.

1. Work hard

Nothing great can be accomplished without effort. People who aim to be the best everyday know what this means: being well prepared and trying to get the most out of every situation. Having trouble completing that task? Ask a colleague and learn how to do it! Feel you deserve a raise? Tell your boss! Think you can handle additional responsibility? Find a role where you have this! It might be hard sometimes but you have a clear goal you want to reach and you know how to get there. Now it's up to you to realize this and to get there!

2. Dress well

Now you have started to make it in the world, you want to show this as well. What you wear tells a lot about you. So wear nice clothes as these make you look even more professional than you are. By owning a complete wardrobe, you have something for every occasion. Do you have a formal business event? Wear a nice suit! Going out with friends? Dress yourself in a nice jeans and shirt! Normal day at work? Try something in between! Whatever the event, you are sure to have a nice set of clothes. This will make you stand out of the crowd and you will be noticed for it!

3. Maintain a work-life balance

Although work is very important to you, everyone needs to relax every now and then. This means you have to as well! Don't forget to spend time with your friends and family. Show them how you have succeeded and how they can succeed as well! Not only will they be proud of you, but they will thank you later for it. Second, this will allow you to relax from the stress work can bring you. Being successful at work can cost a lot of energy so don't forget to replenish it doing something fun!

Whatever goal you pursue, know that YOU are in control. Use these 3 pieces of advice and you will be sure to reach them.

#### *Explanation of the content*

The content is focused on succeeding at work. This is something Mohammed wants to achieve. It uses an individualistic tone due to the culture of the target audience (the Netherlands).

#### **Relevance to the Shenshi brand**

The theme of the contribution is about improving yourself in the workplace. This combines two elements that are part of the values of the persona: improving and work. As the persona sees himself as a self made man he is constantly working to improve himself and looking for opportunities to do so. Career advice is something he seeks as he has not many role models in his direct environment. Work is the second value as the persona sees this as the way how he can become what he aspires to be. Therefore, he will seek out work related content to further his ambition.

The content created for this assignment is relevant to the Shenshi brand as it focuses on the clothes one needs to wear to be successful. As a clothing retailer, Shenshi is able to deliver the wide range of outfits that help the persona to succeed in the workplace.

#### **Showcase the choice of content and tone of voice**

The tone of voice used in the piece of content created for this assignment is an informal and direct one. An informal tone was used to not disorient the reader from the Shenshi brand. This aligns with the target audience (middleclass) and their way of expressing themselves. The direct voice was used to stress the individual nature of the persona, who believes is on charge of his own destiny. These two elements combined to effectively convey the message in a way that is similar to how the reader uses language himself.

#### **Platform and design**

The content will be distributed through a professional channel and an informal channel. As a professional channel LinkedIn will be used. Through a series of blogs by local role models, the content will be distributed. A link to the Shenshi website will make the readers aware of the link between the article and the company. The informal channel will feature an ad campaign on Facebook where sponsored ads will be directed to a dedicated site with content interesting to the persona (include the content developed here).

The look and feel used in the design will be differentiated in two categories: a professional one and a personal one. This distinction is made to differentiate between the two major environments the persona is active in. The professional theme consists of a professional atmosphere in which young professionals have a prominent position. This includes light colors such as light blue and features images of work environments where young professionals work together. The personal theme consists of a more informal culture which includes warmer colors such as green and features illustrations of young people in their spare time.