

## **Customer Persona**

**Name:** Emily Nguyen

**Age:** 24

**Location:** Melbourne, VIC

**Occupation:** Graphic Design Student

What sets Spinifex further apart is its positioning that transcends the traditional marketing of features and benefits. While brands like Element and Plan B emphasize board technology or track performance, Spinifex anchors its identity in cultural storytelling. This emotional branding makes it extremely difficult for competitors to replicate without facing authenticity challenges or accusations of appropriation. In branding terms, this is known as a “pre-emptive” differentiation—where the values and lived experience behind the product are not easily imitated (Kotler et al., 2013). Furthermore, by reinvesting in community initiatives and working directly with Indigenous artists, Spinifex builds brand loyalty that’s rooted in shared values, not just repeat purchases. This strategic focus makes its position more sustainable in a market increasingly driven by social awareness.

<b>Influence Factor</b>	<b>Impact on Decision</b>
Ethical Values	Prioritizes socially responsible brands supporting Indigenous causes
Cultural Appreciation	Supports authentic, Indigenous-owned businesses
Social Media Presence	Engages with brands via Instagram, prefers transparency and behind-the-scenes content
Peer Recommendations	Influenced by friends and creators promoting purpose-driven brands
Artistic Aesthetic	Values original design; Spinifex’s art resonates personally and professionally
Brand Transparency	Prefers brands that disclose their social and environmental impact

Emily represents the urban, culturally sensitive audience segment that Spinifex is attracting beyond Indigenous communities.