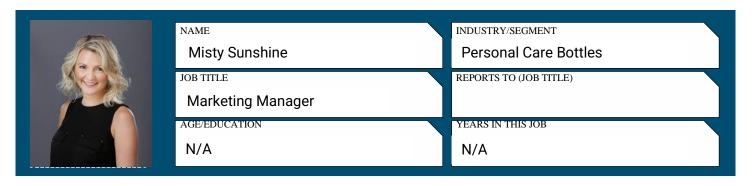


Buyer Persona Worksheet





MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

I influence or make decisions on brand marketing for Personal Care bottles for a large blue-chip company that has publically shared sustainability goals.

I influence our buyers' decisions about bottle design and requirements for the brands I manage.

LIST THE TOP FIVE OBSTACLES OR PROBLEMS THAT INTERFERE WITH MY SUCCESS:

- Product differentiation (size, style, decoration, material/ingredients, etc)
- Company vision/goals growth, new product launches, sustainability
- 3 Shelf presence (space taken up on a store shelf)
- End User Perception/Value Alignment how do consumers view my product and does it resonate with their values and beliefs?
- Cost (piece price of bottle) not as an important aspect, but all projects have a budget

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Buyer Persona Worksheet (Continued)



PRODUCT:	MY ROLE IN BUYING:
Personal Care Bottles	I use the values and goals of the company to create brand messaging for new products and rebrand existing products

WHY I HAVE NOT CONSIDERED YOUR PRODUCT (OR CATEGORY OF PRODUCTS) AS AN ANSWER TO MY PROBLEMS:

Appearance/discoloration of bottles with PCR Cost, piece price of bottles that include PCR

WHAT WINNING LOOKS LIKE FOR ME (HOW MY PERFORMANCE IS MEASURED. HOW I GET MY BONUS):

My success is based upon the company's revenue of brands that I manage

HERE ARE OTHER WAYS I MANAGE WITHOUT YOUR PRODUCT:

Virgin resin products Competitor products with PCR

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Buyer Persona Worksheet (Continued)



HERE'S WHERE I GO TO GET INFORMATION (Check all that apply and name specific sources):

Category	Who? Which ones?
X Ask analysts/read analystreports	
X Attend industry conferences	
X Attend vendor-sponsored events	
Ask a colleague for a recommendation	
Read white papers	
X Use internet search engines/online research	
Read vendor collateral	
Read magazines/publications	
Other influences	
HERE IS SOMETHING ELSE YOU SHOULD KNOW ABOUT ME:	
WRITTEN BY	DATE

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