



Says

What are the explicit statements your target audience makes about their digital marketing preferences, challenges, and needs?



Thinks

What might be going on in their minds? What are their thoughts, goals, and concerns related to digital marketing?



"I prefer short and informative video ads."

"I want video content that is relevant to my interests."

"I hope this video doesn't waste my time."

"Is this video going to provide valuable information or entertainment?"

"I always skip pre-roll video ads on YouTube after five seconds."

"I find annoying ads a major turn-off."

"I wonder if this video will be worth my time."

"I prefer video content that gives me a solution to a problem, like how-to guides or tutorials."

"I often complain about too many interruptions during my online video streaming experience."

"I worry about my data privacy when interacting with video ads."

"I hope this video helps me solve a problem or entertains me."

"I wonder if there are similar videos that might be better."

"I often share funny or heartwarming video ads with my friends on social media."

"I get frustrated when a video ad interrupts my viewing without relevance."

"I share videos that resonate with me on social media."

"I often skip or mute ads that are not engaging."

"I feel excited when I see a video trailer for an upcoming movie I'm interested in."

"I feel a sense of relief when a video provides the information I was looking for."

"I may click on video ads that promise value or entertainment."

"I feel intrigued by well-crafted teaser videos."

"I immediately close video ads that are overly long or unskippable."

"I click on video ads that promise a discount or a special offer for a product I've been considering."

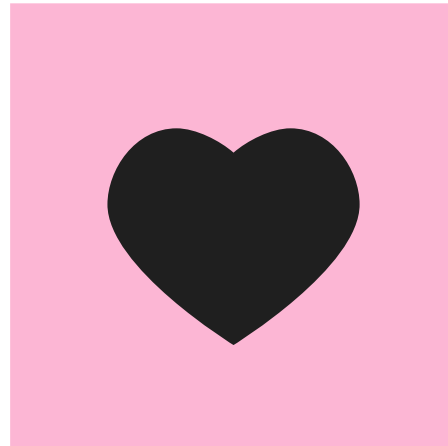
"I appreciate brands that make me laugh or feel inspired."

"I get annoyed by intrusive or irrelevant ads."



Does

What actions or behaviors do they exhibit when it comes to digital marketing?



Feels

What emotions do they experience when interacting with digital marketing efforts? Are they frustrated, excited, or indifferent?