

Audience Persona- Spotify

Persona #1:

- Daniel Carter, 21 from Great Falls, Virginia
- Junior at Virginia Tech studying accounting
- Single, no children, no pets
- Lives in an off-campus apartment with four roommates
- Has a remote internship with a consulting firm in Washington, DC

Section 1: Demographics

Age: 21 years old

Gender: Male

Salary/household income: Parent's dual income is 200,000

Location: Virginia

Political ideology: Not super involved. Did not vote in the 2020 presidential election because he didn't like either of the candidates.

Education: Currently pursuing a bachelor's in finance

Family: Single

Section 2: Identifiers

What are their interests: College student at a large, in-state university. Involved in business clubs and participates in greek life. Likes to play sports-themed video games and listen to music in his free time.

Issues and causes: Not super up-to-date on politics.

Goals: Securing a job after graduating in order to achieve financial independence from his parents. Continuing his friendships.

What challenges do they face? Time management, relationships,

Roadblocks: Fear of missing out on the college experience can get in the way of his academics.

Struggles to manage his time effectively and balance work and play.

Section 3: Media/Distribution

How can we reach them? Social media, campus advertisements

What kind of media do they use? TV, video games, the occasional book

Social Media platforms (nontraditional)

- LinkedIn, Snapchat, Instagram, Tiktok, Tinder

Do they have a smartphone? What apps are downloaded on their phone?- Yes, he has the mobile versions of all of the social media platforms mentioned above. He also has Uber,

Doordash, Discord, Spotify, Netflix, Canvas. and Venmo downloaded

Traditional platforms (local, regional, or any relevant outlet)

- a. Daily Press: *The Virginia Tech*
- b. Magazines: GQ, Sports Illustrated
- c. Radio Stations: *WUTV*
- d. TV Stations: Fox, Comedy Central, ESPN

What words, phrases resonate with this audience? Athletic, social, distracted, student, young adult, business-oriented

What kinds of images resonate? Young male, distracted

Would they click on a video? Yes

Influencers: Find at least two “influencers” that you think they would listen to. This could be a specific Instagram public figure or a doctor. Who do they trust?

- Mr. Beast on youtube
- @Timmchiusano on TikTok

Where do they currently shop/go to the most? Find 3 businesses

- Urban Outfitters
- Pacsun
- Nike

Write a one paragraph to share how the persona found the brand or interacts with it

Daniel Carter is a 21-year-old college junior. Originally from Great Falls, Virginia, Carter has lived in Blacksburg, Virginia for the past three years as he attends Virginia Tech. Carter is a busy student. From studying Finance, to his remote internship, to being an active member of his fraternity; Carter’s biggest struggle is finding a good work-life balance. Carter doesn’t currently have a source of income, but his parents have a shared income of \$200,000 per year. He doesn’t pay attention to politics. He was raised in a conservative household and decided not to vote in the 2020 election because he didn’t like either of the candidates. Carter owns an iPhone and is frequently on social media. He also has Uber, DoorDash, Discord, Netflix, Hulu and Canvas downloaded. Outside of social media, Carter gets his news from reading “The Virginia Tech”, Virginia Tech’s student-run newspaper; and CBS news. Carter usually shops at Urban Outfitters, Nike and PacSun. His favorite influencers are Mr. Beast and Tim Chuisano. Carter has been a Spotify user since the beginning of high school, but he decided to upgrade to a premium account because of a discounted program that Spotify and Hulu have for students. He does a lot of walking from his apartment to classes, and listening to music makes the time go by faster. Listening to music also helps make doing homework more enjoyable for Carter, as his finance assignments can be quite boring at times.

Sources

1. <https://www.momswhothink.com/popular-baby-names-for-2002/>
2. <https://www.statista.com/study/72683/digital-music-spotify-in-the-united-states-brand-report/> (file needs to be downloaded to access free information)
3. <https://www.allsides.com/media-bias/media-bias-chart>
4. <https://www.statista.com/statistics/530153/tv-networks-millennials-usa/>
5. <https://www.hollywoodreporter.com/gallery/10-broadcast-cable-tv-show-221535/>
6. <https://influencermarketinghub.com/most-popular-youtubers/>

Persona #2:

- Amanda Walker, 25 from Boston
- Working as a web designer at a creative agency

- In a relationship, no children, has a dog
- Lives in an apartment in Beacon Hill, Boston

Section 1: Demographics

Age: 25 years old

Gender: Female

Salary/household income: \$45,000

Location: Boston

Political ideology: Progressive liberal

Education: Bachelor's in graphic design and informatics from UT Austin

Family: In a casual relationship with no kids. Has a pet dog

Section 2: Identifiers

What are their interests? Keeping up with emerging design trends, maintaining a healthy lifestyle, cooking and baking.

Do they support any issues or causes? Big on environmentalism, sustainable living, healthcare accessibility.

What are their goals: maintain physical and mental health, becoming a homeowner, having a family.

What challenges do they face? Time management, stress

What roadblocks keep them from achieving their goals and how can you help them achieve their goals? The increasing cost of living in Boston.

Section 3: Media/Distribution

How can we reach them? Public transportation advertisements, social media

What kind of media do they use? TV, books

Social Media platforms (nontraditional) LinkedIn, Instagram, Tiktok, Pinterest

Do they have a smartphone? What apps are downloaded on their phone?- Yes, she has the mobile versions of all of the social media platforms mentioned above. She also has uber, doordash, Netflix, and Venmo downloaded

Traditional platforms (local, regional, or any relevant outlet)

- a. Daily Press: The Boston Globe
- b. Magazines: Healthy Living
- c. Radio Stations: NPR
- d. TV Stations: CNN, the Food Network, HGTV

What words, phrases resonate with this audience?: Healthy, active, designer, technology, foodie

What kinds of images resonate? Would they click on a video? Young female, healthy, active.

She would click on a video.

Influencers: Find at least two "influencers" that you think they would listen to. This could be a specific Instagram public figure or a doctor. Who do they trust?

- Emma Chamberlain
- Chloe Ting

Where do they currently shop/go to the most? Find 3 businesses

- Lululemon
- Uniqlo
- Thrift stores

Write one paragraph to share how the persona found the brand or interacts with it

Amanda Walker is a 25-year-old living in Boston. She graduated from the University of Texas at Austin with degrees in graphic design and informatics. Immediately following graduation, she got a job as a web designer at a creative agency, and has worked there ever since. Carter's current income is \$45,000 a year. Outside of work, Carter loves to maintain a healthy lifestyle; going to the gym every day and constantly trying new recipes. Politically, she is left-leaning. She is passionate about the environment, sustainability, and accessible healthcare. Carter has an iPhone. She is active on social media, having Instagram, TikTok, LinkedIn and Pinterest downloaded. Outside of social media, she has Uber, DoorDash, Netflix and Venmo on her phone. She keeps up with all of the social media trends, following Emma Chamberlain and Chloe Ting. Carter lives alone in an apartment in Beacon Hills. She is in a relationship, and also has a dog. Her goals for the future are to maintain her physical and mental health, and become a homeowner in the next five years. Right now, she struggles financially, as the cost of living in Boston is increasing. She tries to save money by taking public transportation more often. Walker really enjoys listening to music, and decides to splurge on a Spotify premium subscription to make her commute to work and gym sessions more enjoyable.

Sources

1. <https://www.statista.com/study/72683/digital-music-spotify-in-the-united-states-brand-report/> (file needs to be downloaded to access free data)
2. <https://www.mother.ly/pregnancy/baby-names/most-popular-millennial-names/>
3. <https://www.niche.com/places-to-live/search/best-neighborhoods-for-young-professionals/m/boston-metro-area/>
4. https://www.payscale.com/research/US/Job=Web_Designer/Salary
5. <https://careerkarma.com/blog/best-major-for-web-design/>
6. <https://www.nerdwallet.com/cost-of-living-calculator/city-life/boston-ma>