**Fresh & Fast Persona Content Development Strategy Activity**

**Campaign Objective**: (think about the features and benefits you have learned so far about the F&F brand)

**Insight**: (from research, stakeholders feedback)

**Audience**: (determine if the audience is for talent or customers)

**Persona Name**: (include age, demographics)

**Persona Summary**: (a creative story describing needs and wants of well-researched persona)

**Features, Benefits & Values**

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| --- | --- | --- |
| **Feature**  (What does F&F offer) | **Benefit**  (What is in it for the customers or talent) | **Values & Feeling**  (Why should the customer  care or potential talent) |
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**Positioning Statement**:

1-2 stating what Fresh & Fast offers to whom the benefit applies (developed persona) and what sets F&F apart from competitors.