

Copywrong to copywriter: User profile

Client

Simon's Organic Muesli

Project

Website homepage

Name

Simone

Demographic

Female, 30

Physical mode

Sitting at home after work.

Cognitive mode

Highly educated, sceptical of the hard sell, knowledgeable about health food.

Emotional mode

Tired, has had a busy day, but spending some time online to wind down.

What do you want them to think?

'This muesli is the real deal. They have an answer to every question I ask about their muesli. They seem down to earth.'

What do you want them to do?

Signup to our newsletter and request a free muesli sample.