



# DEFINE



**“In the end the brand is defined by individuals,  
not by companies, markets, or the so-called general public.”**

**-Marty Neumeier, The Brand Gap**

**by: Terri Ebert**



**persona**



## LAUREN “LO” MCCORMICK

**Birthday:** July 17, 1991

**College:** University of Kentucky, Lexington Kentucky

**Major:** Interior Design **Minor:** Management **GPA:** 3.5

**Job:** Interior Design Intern

**Hometown:** Roanoke, Virginia

**Family:** Mom-Charlotte, Dad-Mitch, Brothers-Lucas (26), Brayden (23), Bennett (20), Sister-Kennedy (12)

**Best Friends/Roommates:** Haylie & Vivienne

**Boyfriend of 1 year:** Reese Johnson (23)

**Hobbies:** social networking, spending time with friends, knitting, throwing parties shopping

**Car:** doesn't have one, Reese usually drives her where she needs to go. Or she takes the bus

**Religion:** Christian

**Phone:** iPhone 5 **Computer:** MacBook Air **Other:** iPad

**Random Facts:** She's a huge extrovert and loves people and loves to entertain people by having parties, especially theme parties.

She is very interested in the environment and sustainability.

She's frugal, but loves to clothes shop.

Lo's whole family is very invested in their health, so she eats as healthy as her wallet lets her.

**Brands:** Apple, Bare Minerals, GAP, Northface

She loves the name brand, but doesn't always spend her money on it

**Music:** Indie/Alternative Mumford & Sons, Avett Brothers, Imagine Dragons; Random: Jason Aldean, Maroon 5

**Animals:** dogs, horses

**Favorite food:** Pancakes

**Favorite Drink:** Peppermint Mocha and Pinot Grigio

**Shopping:** H&M, Forever 21, Express, sucker for Target, GAP

**Weekends:** Being outside: exploring, snowboarding, hiking; New love: the night scene

**Snacks:** nuts esp almonds and cashews, chips & salsa, granola bars

**Living Situation:** 3 bedroom duplex, 4 blocks from campus

**Finances:** Her parents pay for her tuition and phone. Pays for rent \$500/month. Spends about \$200/month on groceries. \$50/month on clothes.

She makes \$12/hr at her internship which adds up to about \$700/month

## DAY IN THE LIFE

### MORNING

On Monday mornings Lo wakes up at **8:00** to her Mumford & Sons ringtone indicating a text from Reese who is just starting his day at his brand new full-time job as a Mechanical Engineer.

Mondays are the hardest to wake up for because it's after the weekend. After a quick shower and her cherry smelling, Garnier Fructis. She gets ready while watching the Today Show. She likes to keep up with national news, and the extras that the Today Show includes. Her clothes are always the latest styles, her friends call her their "trend setter." She likes to keep her make-up mostly natural in color and brand (Bare Minerals), but her new favorite accessory is red lipstick. Running out the door, she grabs a piece of wheat toast with crunchy peanut butter and thermos of Bigelow green tea or caramel flavored Starbucks coffee. She's out the door by **8:40** and meets her friend, Tucker on the walk to class. (When she doesn't go to work after, she bikes) Friends mean the world to her, so she spends as much time with them as possible.

### SCHOOL

She only has 2 classes on Mondays, making it her favorite day of school. Her first class, Fundamentals of Management, goes from **9:00-**

**10:15** and Introduction to Psychology goes from **10:30-12:00**. She loves being in the business school because her style is so different from the business students. For lunch, she meets Viv at **12:10**. Lo usually brings a lunch (consisting of a sandwich, fruit, and granola), but if she forgets, she'll grab a salad from the campus restaurant. She always has water with her, but she loves to add Crystal Light to it. Her favorite flavor is "Wild Strawberry" with energy. The quick burst of energy in coffee, tea, and other drinks helps her live her crazy life.

### INTERNSHIP

After a quick lunch and chat, she runs to the city bus by **12:55** to get to her internship. She works at Kimbrel Birkman, an Interior Design firm in downtown Lexington from **1:30-5**. While on the bus, she passes two horse farms. One day she plans on going there to visit one of them. Her best friend as a girl was her horse Dixie. The horses in the city were her main reason for choosing UK. She also checks and updates her daily to-do list on her iPad.

She started interning in the summer and they kept her on for 15 hours during the semester. She helps one of the newest designers, Cara, with selecting samples, putting boards together, giving input about sustainability, and anything else that needs to get done. Lo's trying



## DAY IN THE LIFE

to be more sustainable and therefore loves that area of interiors. She loves feeling helpful in a position where she is the student. Her future goal is to run her own company doing interiors for huge apartment complexes. It makes her excited for what's to come in her future. Recently, she got the job of social networking for the firm. She keeps their followers up-to-date on all the projects and ideas they have.

### EVENING

Reese also works downtown so at **5:00**, she walks to his office and waits for him to take her grocery shopping at Target. They go together to get their weekly needs and then they cook dinner at Reese's apartment. She's a pretty frugal person, so hates to spend a lot of money on food. She usually makes a list (on the bus) of what she wants to eat each week and pick up the supplies for that. Since school started back up, Reese does the cooking while Lo does some homework (she loves home cooked meals and tries to cook at least 5 nights a week). While doing homework, they watch The Voice at **7:00**, her other favorite show is New Girl.

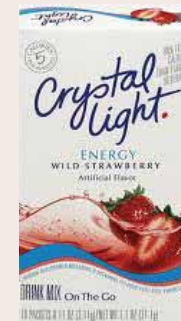
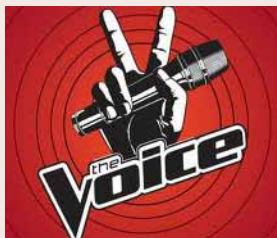
She loves social networking, so Facebook, Twitter, and Pinterest are huge distractions while working on homework. Pinterest is where a lot of her inspiration comes from when she's designing. She also looks to

local designers and interior magazines. Once a month her family does a Google+ chat with everyone because they're all very close and want to keep it that way. Her other contact with them is through random calls and texts.

### HOME

Reese drives her home around **9 or 10 pm**. They won't see each other until at least Thursday evening because they're schedules are so busy, but they keep in contact via phone and/or skype during the days. They kiss good night and she runs in the house where her roommates are sitting in the living room watching the news. She sits and talks to them for a little while and pays some attention to what they're saying on TV. She then goes to her room to do more homework. She tries to wrap up working at **midnight or 1:00am** and then gets ready for bed.

She brushes her teeth, makes sure she's ready for Tuesday by setting out her clothes, and lays in bed with a book that she falls asleep to while reading Elle, Vogue, or Luxe Interior Design. It's her way of getting away from school and keeping up with the fashions. She'll send Reese one last text and then sleeps for about 6 hours because she has class at **8:00 am** on the other side of campus. She'll be in class until **8:00 pm**, so it's a long day.



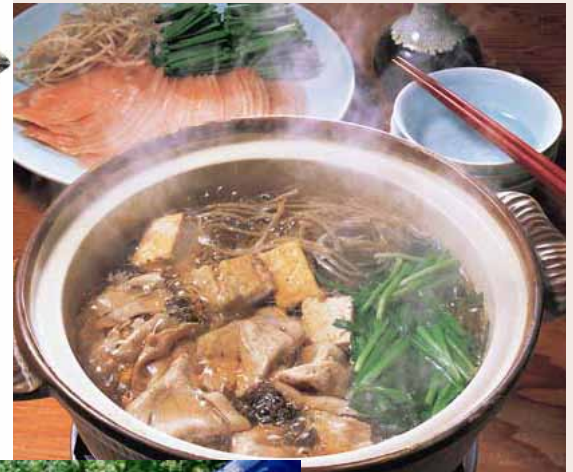


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## FAITHFUL

Trader Joe's prides themselves in their *allegiance to customers*. They train their staff about all their products so they are always *able to help*. We care about what's going on in our customers' lives, so we ask.



## CONSCIOUS

Trader Joe's has a lot of *affordable* products, especially wines. The staff is sensitive to the needs and wants of customers, whether its about products, information, or prices. We know how the average person feels about grocery shopping, so we try to make it a fun experience.





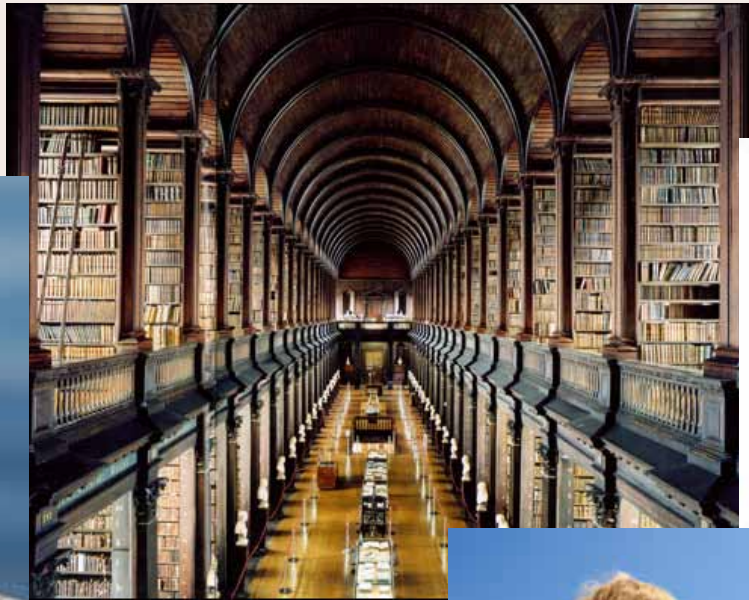
## PANACHE

Trader Joe's style is their own. They are *flamboyant* and *distinctive*. But this style is still *down-to-earth* and connects with the consumer through different short cooking tutorials.



## BALANCED

Trader Joe's is panache, but to keep it *in check* with its customers, they have a balance between *craziness and order*. Like life in general, there needs to be a balance between fun and responsibility. The stores are arranged to allow *ease of access* through the aisles.





**brand positioning**

## THE BRAND

### **Who is Trader Joe's?**

Trader Joe's is a specialty store for groceries and wine.

### **What do you do?**

We provide our customers with exceptional service and specialty products in our uniquely organized store. We love to make you love us. We offer samples of all our products, as well as specific information about them.

### **Why does it matter to Lauren?**

Lo is an interior designer, so everywhere she goes, she notices the arrangement of the interior. Organization is key for her. She loves to entertain and TJ's provides the specialty products and services (samples and information) she needs for these parties.

We love our customers. They are our number one concern. Making them number one, helps us to be irreplaceable in their minds. Our service and products can't be found elsewhere.

### **Brand Positioning Statement:**

Trader Joe's style is unlike any other store. Our staff is knowledgeable and provides exceptional service so you can enjoy grocery shopping. We want to be your go-to store for specialty grocery and wine products.

