

<i>Health & Wellness</i>				
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15

BUYER PERSONA BLAZE STUDIO		<i>Behavioral</i>
Geographic		Occasions Loyalty Consumer status Usage rate
Negara Kota		
Demographic		
Umur Generasi Gender Pendidikan Pekerjaan Pendapatan Agama Budaya Preferensi komunikasi Sumber informasi Online space Familiar Brand (as benchmark)		Benefit Gain Pain Attitude
Psychographic		Challenges & Fear Obstacles Uncertainties Barrier
Lifestyle Goal Purchase emotion Purchase reason Important thing		Marketing Message Reception Rejection Change perception [1] Key Message

<p><i>What's the USP?</i></p>	
<p><i>What's the ESP?</i></p>	

<p>What's the objective of the project?</p>	<p>What's the Real Problem? (Diagnosis)</p>	<p>What's the solution to the problem?</p>

What's the statement to deliver the solution?



Definition	
Positive Sentiment	
Neutral Sentiment	
Negative Sentiment	

Result				
Brand	Dominant Sentiment	Positive Sentiment	Neutral Sentiment	Negative Sentiment

Brand

Summary

Brand	Dominant Keywords	Emotional Tone	Word Cloud Focus	Notable Insights

Brand

Summary