



Bright Vessel

Shark Friendly
Marina Initiative

Dare to dream brighter



▶ Marketing Personas

Brief Overview



Who? How? Why?

A persona is a marketing tool that allows us to have a clearer understand of who we are talking to when preparing marketing materials.

Typically, we define a singular person as our ideal audience.

Then extrapolate information about their desires, motivation, and past.

They are often described in terms of demographic and psychographic information.



Marketing Personas

Brief Overview



Frank



Ben



Patricia

Meet Patricia

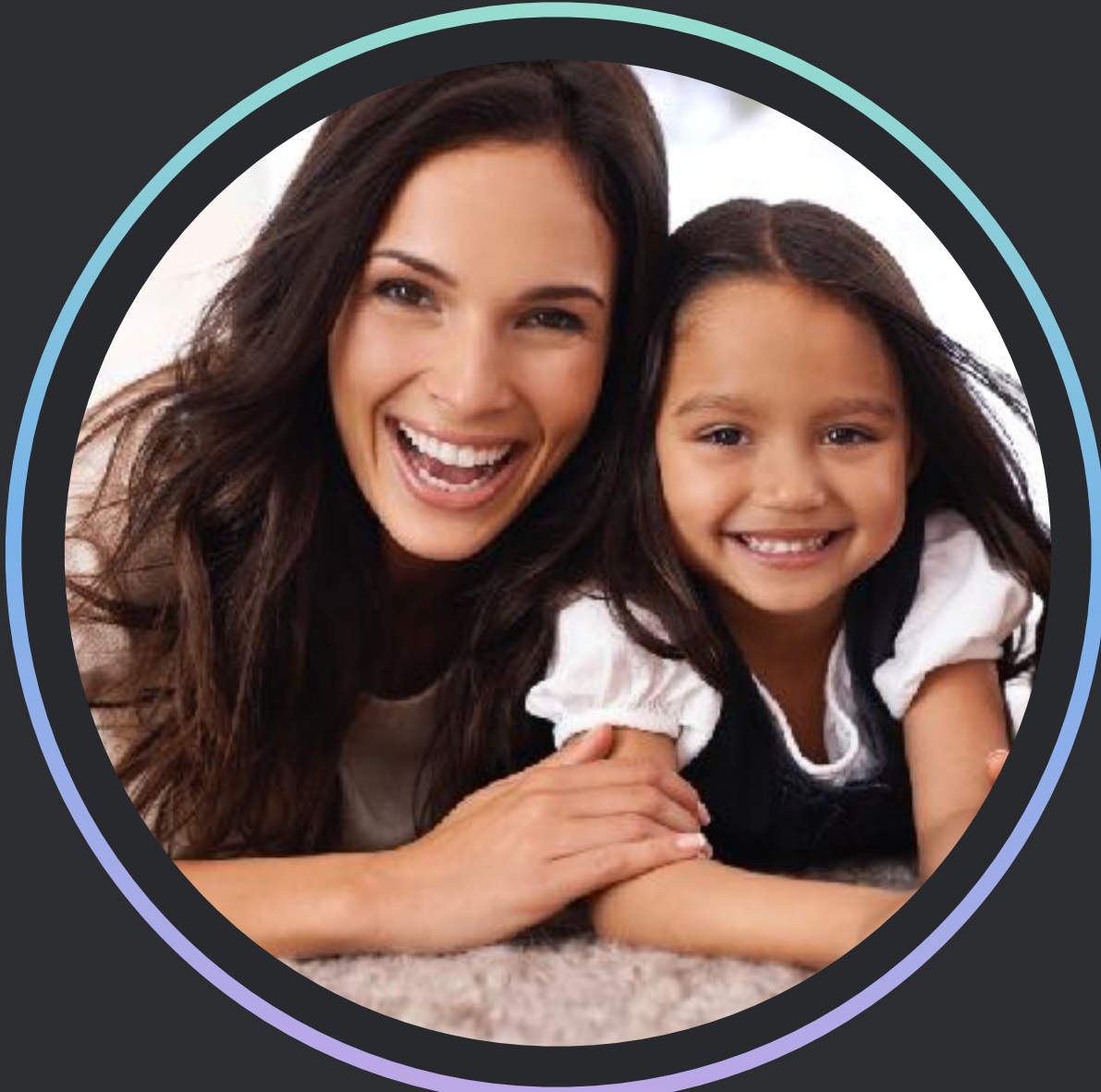
Patricia, the Philanthropist

Female. Late 30s. Mother of 2. Married.
Masters degree. High Income.





▶ **Meet Patricia**
The Philanthropist



Patricia tries to be as involved with her children’s school as possible. She even volunteers for different clubs and motivates the kids to join other activities as a way to expand their horizons.

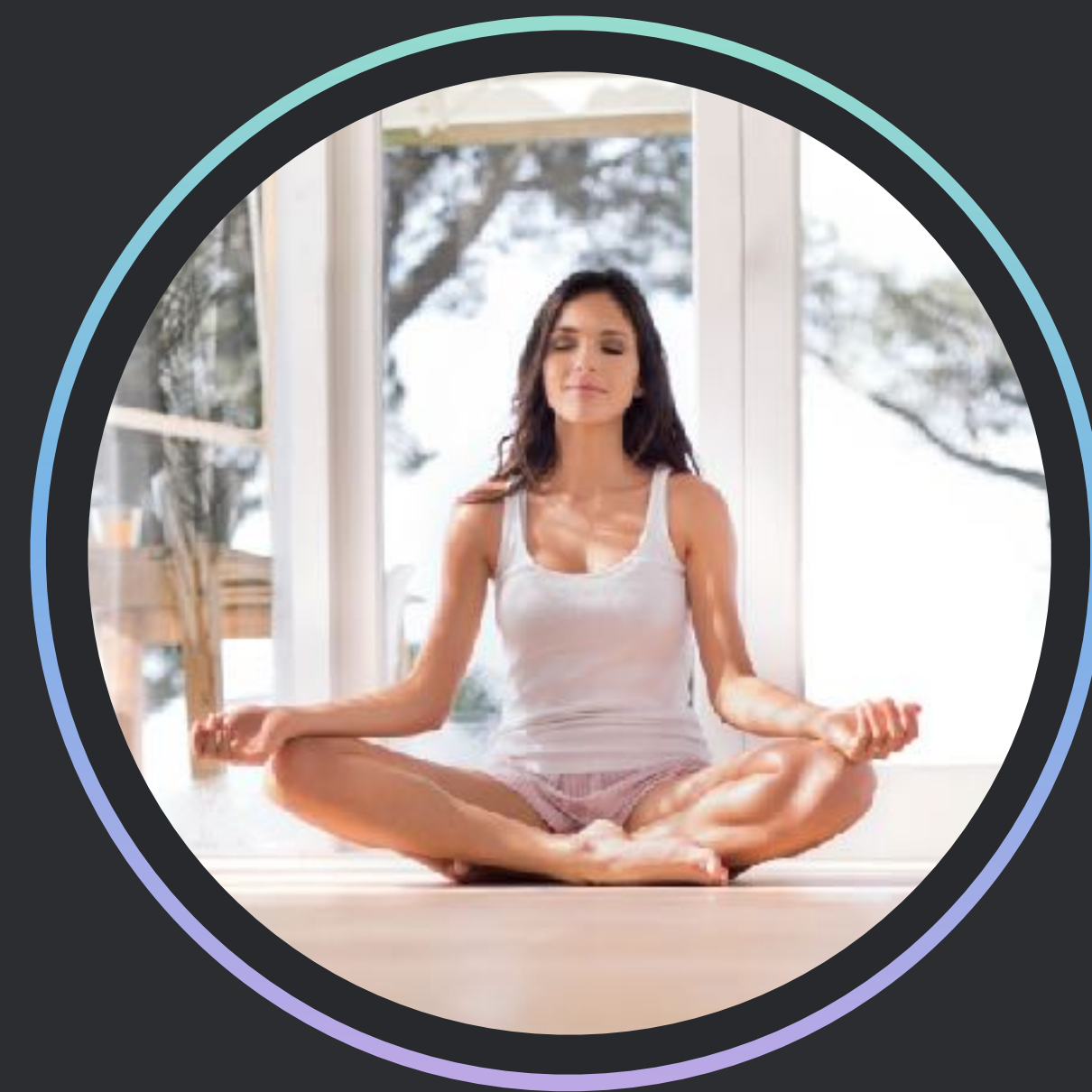
“expand their horizons”



▶ **Meet Patricia**

The Philanthropist

On a typical weekend, she wakes up early and take care of herself. She exercises frequently. But she also likes to take some time aside to spend with her girl friends, preferably Saturday morning brunch.





▶ **Meet Patricia**
The Philanthropist



Patricia is an influential business woman in her local town. As such, she believes that it's important for her to give back to the community. She chooses to volunteer twice a week at a local shelter and a food bank to make her local area a better place.

“It's important for her to give back to the community”



▶ **Meet Patricia** The Philanthropist

Her passion for helping others collided with her love of the ocean. As a regular scuba diver, she loves to watch the sea creatures take flight underwater and effortlessly move about. Now that she has learned about the Shark Friendly Marina Initiative, she has made it her priority to spread the word about the cause to her friends. She is trying to set up a monthly meeting at her local marina to raise awareness, and has become the sponsor of her kid's marine biology club to help spread the word.



▶ **Meet Patricia**
The Philanthropist



 **Social Media**

She loves to be on social media, generally checking her feeds about 10 to 15 times a day. She also enjoys sharing her experiences there

 **Favorite TV**

Home Improvement shows

 **What she reads**

She is subscribed to fashion and parenting magazines. She is not an avid reader, but when she finds a good book she has trouble putting it down.

 **Favorite Music**

Jazz

 **Favorite Cuisine**

Sushi or Italian



Meet Patricia

The Philanthropist



Frank

Frank was raised around the sea. His father was a boat captain before him and taught him everything that he knows. He learned how to handle a boat, how to protect himself from the elements, and how to respect the ocean. This respect is what motivates him to become a voice for the Shark Friendly Marina Initiative. He understands the balance that exists within the ocean and is mindful, thankful and respectful of the roles that he plays in this eco-system.

He wants to bring awareness to others to his way of life. This has grown in recent years as he has been exposed to growing changes in the populations of fishes. Conscious of these changes, he is vowing to modify his behavior and to attempt to change that of others around him.

Male, mid 40s, High school educated, medium-low income in a blue collar industry. Single, but an avid dater

Likes to stick to his way. Rarely uses Facebook

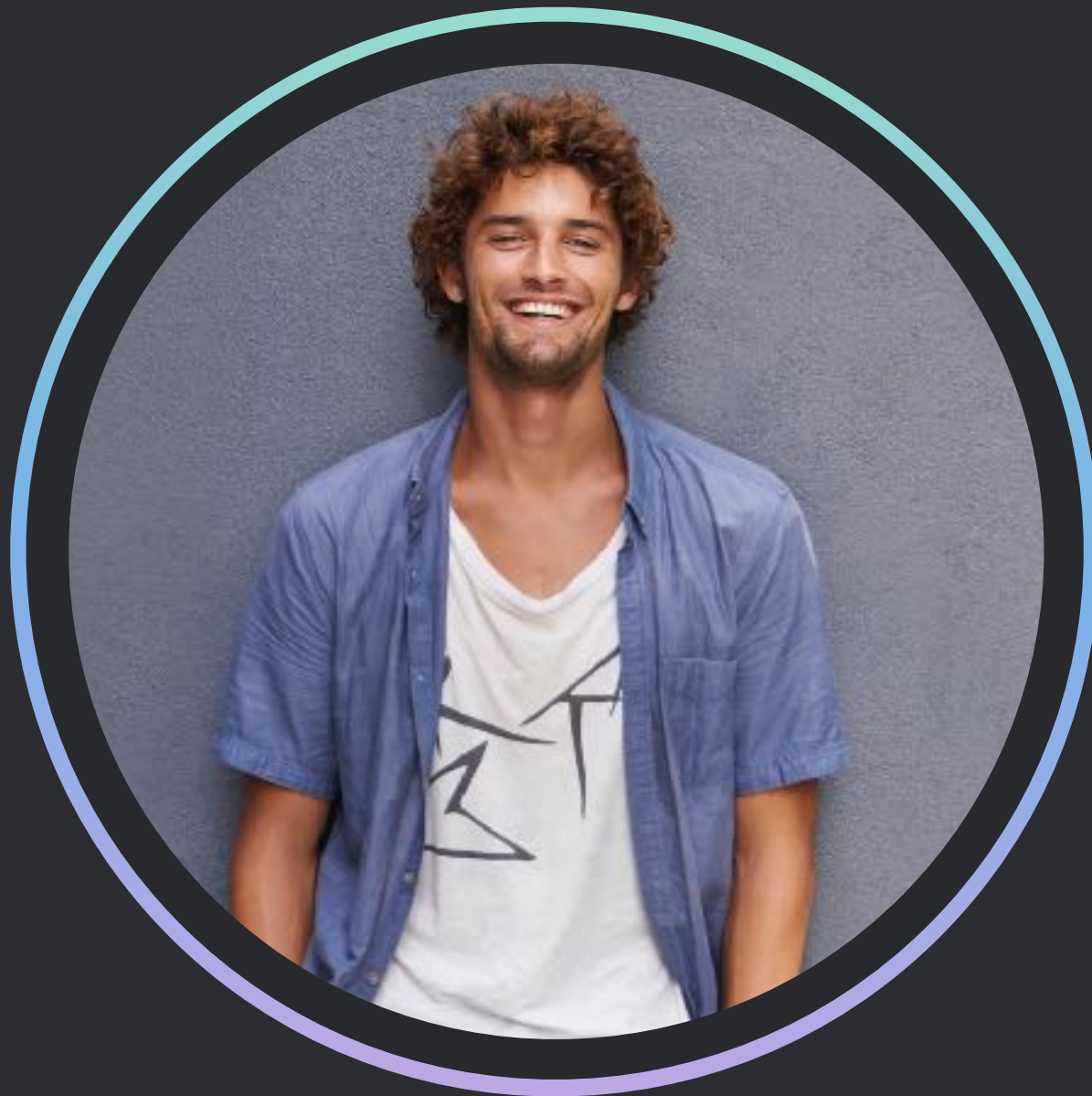
Subscribes to ESPN Magazine and Motor Trend

On a typical weekend, he spends time cleaning his boat, watching sporting events, preferably with a beer in his hand.



Meet Patricia

The Philanthropist



Ben

As a business owner, Ben has grown to understand that his customers are very aware of local issues and enjoy being involved in their community. Also he has noticed a growing trend in what is now called "cause based marketing". Cause based marketing is the concept that a business who's purpose is to champion a cause can set themselves apart from their competition.

From seeing other brands take on campaigns like Yoplay's cure for breast cancer, or Tom's shoe donation, Ben wants to know how he can influence more customers to choose this business over others. Combined with his passion for the sea, he seeks the information for the Shark Friendly Marina Initiative.

Male, Late 30s, Bachelor's degree, Medium-high income.

Married, no plans on having kids soon

Likes trendy items, spends about 10 hours a week on social media

subscribes to Inc Magazine and the Economist. He has considered starting to write his own blog



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