

BORD BIA
IRISH FOOD BOARD

BRAND FORUM

Be Informed | Be Inspired | Connect



BOYS+
GIRLS

effie
awards



A silhouette of a diverse group of people of various ages and ethnicities holding hands in a line, receding into the distance. They are positioned against a sunset or sunrise sky with a gradient from blue to orange. The word "WHO?" is superimposed in large white letters over the group.

WHO?



CUTTING THROUGH

E€€ICIENT +
EFFECTIVE

BOYS+
GIRLS

What are Personas?

Buyer Personas are fictional, generalized representations of your ideal customers.

They help us understand our customers (and prospective customers) better.

And they make it easier to tailor content to the specific needs, behaviours, and concerns of different groups.

Why are Personas Useful?

Instead of scatter-gunning everyone, every moment and every channel with the same message, we can create content and tailor our messaging according to what we know about our different personas.

THUS BE MORE EFFICIENT & MORE EFFECTIVE WITH OUR MONEY AND EFFORTS AND HAVE BETTER OUTCOMES.



An example: Demographic Targeting

40-50 year old male.

Family man, 4 children and dog.

Successful, well paid career.

Working in a job that involves a lot of travel.

Loves sport. Played a lot of football in his youth,
now into spinning.

THIS IS EVERYBODY & NOBODY.



An example: Demographic Targeting

40-50 year old male.

Family man, 4 children and dog.

Successful, well paid career.

Working in a job that involves a lot of travel.

Loves sport. Played a lot of football in his youth,
now into spinning.

GENERIC TOPICS

Family time.

Travelling.

Sports.

Community Involvement.

Personal development.

Home Improvement.

Source: ChatGPT

An example: Demographic Targeting

40-50 year old male.

Family man, 4 children and dog.

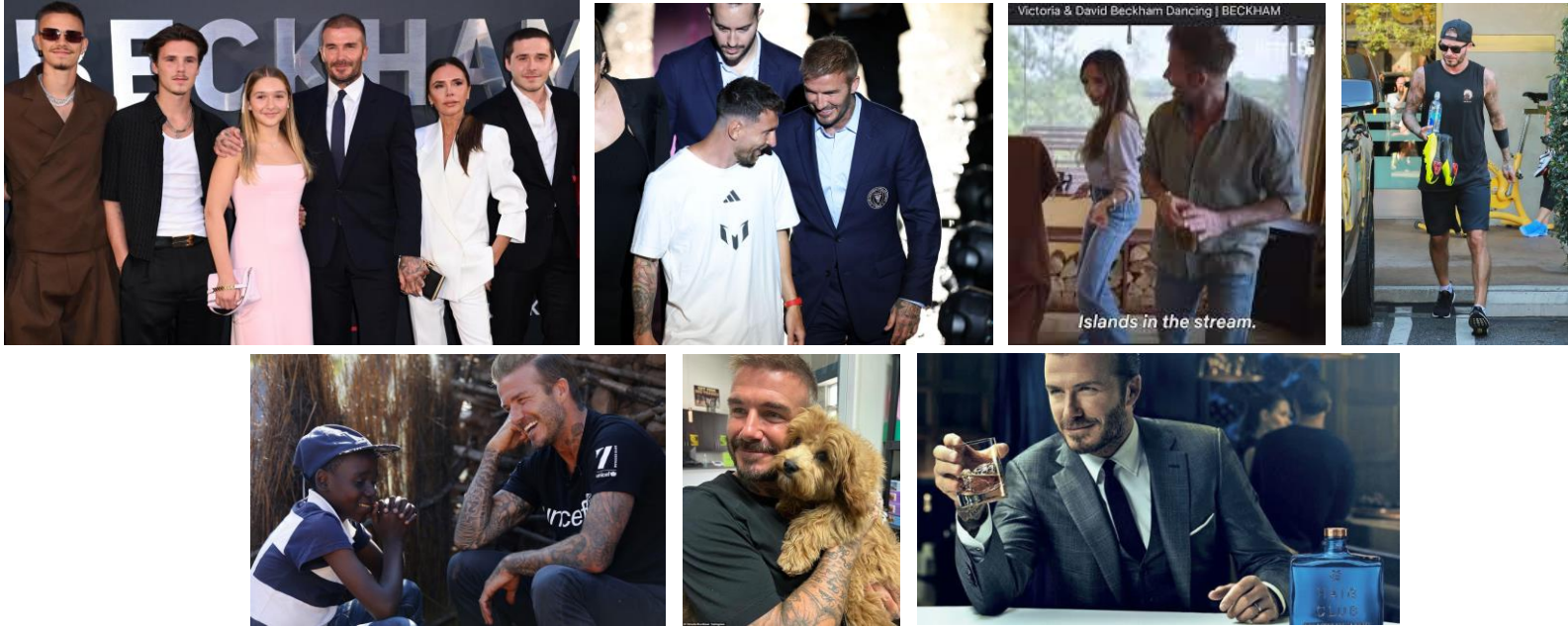
Successful, well paid career.

Working in a job that involves a lot of travel.

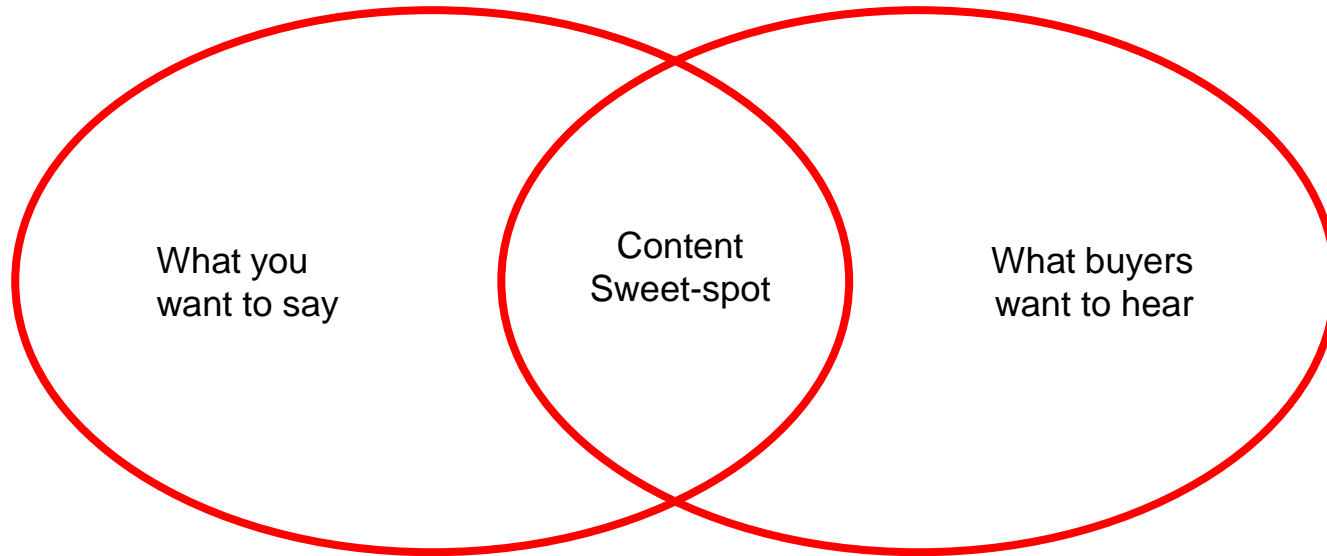
Loves sport. Played a lot of football in his youth, now into spinning.



It is more **EFFECTIVE** if we knew what **Persona** we were targeting



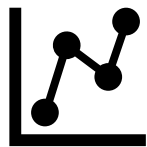
So, we know what they want to hear



But Margaret, I don't have/we're not big enough to have the data/information to create personas



Yes, you do



Hard Data

Data/Market Research

Sales, CRM

Surveys & Focus Groups

Customer Feedback

(BORD BIA)



Soft Data

Customer insight

Gut instinct

Customer observation

Retailer/customer interactions

Friends/family



DEFINING YOUR PERSONAS

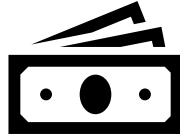
You might have more than one persona



AWARENESS



CONSIDERATION



PURCHASE



RETENTION



ADVOCACY

depending on where they are on customer journey



12 characteristics you might consider when building Personas

1. Name

In terms of creating a persona, it is useful to give the persona a name, which can be an actual name or a descriptive nickname.

These names help everyone to remember exactly who we are targeting. Who we are creating content for and what matters to them so that they pay us attention.

Examples are

- An Post: Ciara & Ciaran; Bord Bia Bloom: Alex & Mary.
- Other examples: Trendy Tina, Healthy Harriet, Frugal Frankie

2. Age

Age refers to the ideal age range of the perfect customer.

Knowing the age range of potential customers can help you create content that resonates with the unique challenges a persona faces.

3. Income

It's important to know the income ranges of your customers so you can market to them effectively based on their disposable income.

It gives you an idea of their spending power.

4. Occupation

The occupation of your persona matters. It gives us clues to what their day is like, the importance of work in their lives, ambition etc.

- What is their job title or role?
- What company or industry do they work in?
- What is their typical day like?

5. Location

Location is an important characteristic of a buyer persona because it affects shopping behaviour and spending power.

Can they get your product? Will your product travel to them? Is it reasonable to ship in terms of product make up, cost etc. Is it of interest in their location & why?

Are you a local brand for them, or something exotic?

6. Background

What else is useful to know about them.

It could be related to education, marital status, family status, lifestyle, work, and more.

Could be details like

- Father of four
- Travels for work
- etc

7. Category Habits & Behaviours

What are they currently doing in your category?

Think about things like

- What's their current behaviour?
- Are they willing participants or reluctant?
- What do they like about the category?
- What do they dislike/resent?
- Is their interest deep-rooted or passing phase?
- How informed/expert are they?

8. Interests

Knowing what your potential customers are interested in helps you understand them more. It also gives you insight into where they spend their time.

Think about things like

- What social media do they use?
- How do they spend their days? Where might we find them?
- Do they belong to any clubs or groups?
- What sort of events do they attend?
- Where do they get their information and news?
- What influences them?

9. Hobbies

What about the things they do for pleasure or entertainment.

These could be a sport, a craft, reading, cinema etc.

- When did they start—beginner or expert?
- How often can they participate in their relevant hobbies?
- What tools or equipment do they need/use?
- How can you help them spend more time doing what they love?
- What are their goals and do they want to get better?

10. Goals & Aspirations

The goals and aspirations of your target audience may include losing weight, spending more time at home, working less, etc.

It's important to consider how your products or services can help them achieve their goals. Below are some questions to help you identify a buyer persona's goals and objectives:

- What are their personal goals?
- What are their career or business goals?
- What challenges do they face that prevent them from achieving their goal?
- How do they measure their success?

11. Outlooks/Values & Challenges/Fears

Values and fears refer to the social behaviour of potential customers that impacts how they purchase products or services e.g your target customer might want products made from sustainable ingredients.

- What are your persona's personal values?
- What do they value in their professional life?
- Why would they not buy your product or service?
- How can you help relieve their worries?

12. Pain Points/Frustrations

Product challenges and pain points refer to objections or reasons your ideal customer won't buy even under the perfect circumstances.

Questions to ask yourself to help you identify product challenges and pain points include:

- How do they shop for products or services?
- What problems are they trying to solve?
- How can your product or service help them achieve their goals?
- What impacts their decision-making process?
- What does it mean to be successful in their role?

Example Framework



PICTURE

CATEGORY
BEHAVIOURS

OUTLOOK & VALUES

GOALS/ASPIRATIONS

HOBBIES & INTERESTS

PAIN POINTS/
FRUSTRATIONS

MAKE HER LIFE EASIER

NAME
AGE
OCCUPATION
INCOME
LOCATION
OTHER BACKGROUND

Example



The Family Shopper

Ellen likes food shopping and preparing food with her family in the weekends.

Ellen

Age: 35
Freelancer £28k
Married, children
London

How she buys

- She buys for the whole family and does a big shop every weekend
- She does mini shops to top up the groceries mid week too
- She likes cooking for her family
- She prefers in-store shopping for the experience
- Occasionally, she will buy online if it is a heavy shop
- She needs special offers if she is to buy online
- She uses a loyalty card and gets points on her American Express card

Frustrations about offline food shopping

- She doesn't like carrying heavy food

Frustrations about online shopping

- She doesn't like having someone pick her food
- Online doesn't let her explore new ingredients
- She doesn't want to wait at home for her delivery

Example



A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

Example

Kerrie



Bumper Sticker

- Live, Laugh, Love my Kids

Background / Demographics

- 45 years old
- Married
- Mom of two daughters and a son
- From Chicago Suburbs
- Secretary at local high school

Real Quotes

- "Coca-Cola is an extremely versatile brand."
- "Coca-Cola appeals to almost all walks of life"
- "Coca-Cola needs a genuinely healthy drink, other than water."
- "I hope Coca-Cola continues to reduce their environmental impact."

Identifiers

- FaceBook Fan
- College & NFL Football Fan
- Netflix Lover
- Enjoys hosting get togethers
- Prefers talking on the phone rather than texting
- Present on all social medias to see what her kids are posting

Goals / Challenges

- Live a healthy lifestyle while also being able to indulge
- Kids being in different sports/activities means late night fast-food dines frequently
- Needs caffeine to keep herself going during the day & does not like coffee so strictly drinks soda & energy drinks

What can we do?

- Develop more products that are healthier & cleaner for people & the environment
- Offer said products at fast-food chains and restaurants across the globe
- Generate a schedule that works for their family dynamic and allows Kerrie to have a healthier lifestyle to accomplish her health goals

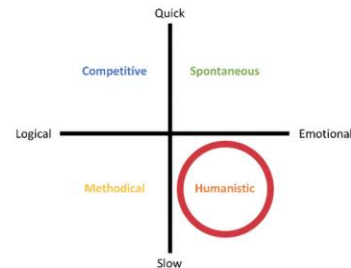
Marketing Message

- Having healthier options on the market for those who still want to indulge in soda/ Coca-Cola's products would ensure that the brand doesn't lose those consumers, and potentially gain others
- Producing more commercials and advertisements geared towards health, family, and lifestyle will foster a deeper connection with the brand and consumer (mothers is a large target market/ women)
- Creating products that also entices children/teenagers who live with their parents/guardians can lead to them making a purchase on behalf of them

Interests

american convenience
sustainability career
wife fast mother delicious
illinois go gen-x pick-me restaurant
sports active on-the family caffeine football
refreshing daughters
facebook son education secretary
affordable coupon kids suburbs involved
chicago health lifestyle
hockey

4 Persona Types



Example

Background:

- *Staff Accountant at Founder Accounting
- *Completed his undergraduate degree at Penn State and his masters at Cornell University
- *Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)

Demographics:

- *Male
- *Age 34
- *Annual HH income: \$125,000
- *Lives in a townhouse-style condo in an urban area

Goals:

- *Become a senior accountant within 3-5 years
- *Achieve a salary of \$80,000 so that he can purchase a single family home
- *Network aggressively in order to build professional contacts

Tommy Technology



Hobbies & Interests:

- *Running 5K races with his girlfriend
- *Watching Game of Thrones
- *Going out to brunch with other young couples
- *Taking one nice vacation a year to established tourist destinations

Challenges:

- *Wants to have a more modern website, but isn't the final decision-maker
- *Struggles with being seen as the "young guy" in the office and being taken less seriously as a result

Common Objections:

- *I love the idea of a new website, by my boss will never go for it! He doesn't see the value in new technology.
- *I'd love to get started on a new website, but I don't think I can get buy-in from my boss. He never takes my ideas seriously.

Biggest Fears:

- *Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like
- *Economic recessions that mean he'll never be able to retire
- *Life passing him by too quickly

Example

**NAME**

Frugal Frankie

AGE

25

OCCUPATION

Associate Product
Manager

INCOME

\$65,000

LOCATION

New York City, NY

INTERESTS

- Music
- Crocheting
- Social media

GOALS

Send sustainable, cost-effective gifts to out-of-town family members

PAIN POINTS

- Limited funds
- Avoids large retailers (prefers supporting eco-friendly options with low carbon footprint)
- Physical distance from gift recipients

MESSAGES

Focus on low-cost plant options, convenient online ordering with gift messages, and environmentally conscious local delivery



Example

Mum with 3 school going kids.

Works outside the home.

Middle income.

Busy with own work, with kids,
their activities and friends and
family.

3 active kids, school, sports and
regular clothes to contend with.

Washing detergent is a regular
household big expense.

Puts on a wash at least every
second day, often every day.

Laundry is the bane of her life. Keeping on top of it.
Never-ending piles of clothes.
With all the impossible stains and dirt marks you can think of.



Mum 1

Mum with 3 school going kids.

Works outside the home.

Middle income.

Busy with own work, with kids,
their activities and friends and
family.

3 active kids, school, sports and
regular clothes to contend with.

Washing detergent is a regular
household big expense.

Puts on a wash at least every
second day, often every day.

Laundry is the bane of her life. Keeping on top of it.

Never-ending piles of clothes.

With all the impossible stains and dirt marks you can think of.

GOALS & ASPIRATIONS/TENSION

Best for her kids.

Clean is good, dirt is bad

IF ONLY they would stop getting
dirty.



Mum 1

Mum with 3 school going kids.

Works outside the home.

Middle income.

Busy with own work, with kids,
their activities and friends and
family.

3 active kids, school, sports and
regular clothes to contend with.

Washing detergent is a regular
household big expense.

Puts on a wash at least every
second day, often every day.

GOALS & ASPIRATIONS/TENSION

Best for her kids.
Clean is good, dirt is bad

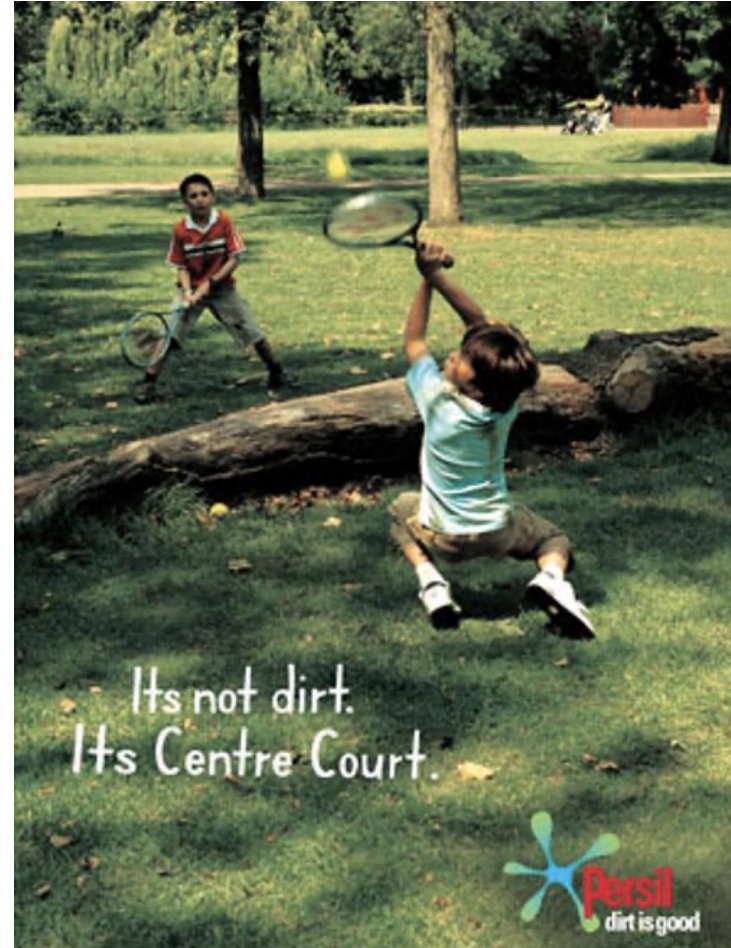
IF ONLY they would stop getting dirty.

MAKE HER LIFE EASY

Encourage parents to see the joy of free play
not the dirt. Good parenting wins over
housekeeping.

Celebrate the dirt that is temporary (thanks
Persil) and that play has a lifelong value.

Laundry is the bane of her life.
Keeping on top of it.
Never-ending piles of clothes.
With all the impossible stains and
dirt marks you can think of.



Mum 2

Mum with 3 school going kids.

Works outside the home.

Middle income.

Busy with own work, with kids,
their activities and friends and
family.

3 active kids, school, sports and
regular clothes to contend with.

Washing detergent is a regular
household big expense.

Puts on a wash at least every
second day, often every day.

Laundry is the bane of her life. Keeping on top of it.
Never-ending piles of clothes.
With all the impossible stains and dirt marks you can think of.



GOALS & ASPIRATIONS

Best for her kids.
Wants to make sure they have a
healthy planet to grow up on.

IF ONLY she didn't have to do so
many washes and impact the
environment.

Mum 2

Mum with 3 school going kids.

Works outside the home.

Middle income.

Busy with own work, with kids,
their activities and friends and
family.

3 active kids, school, sports and
regular clothes to contend with.

Washing detergent is a regular
household big expense.

Puts on a wash at least every
second day, often every day.

Laundry is the bane of her life.

Keeping on top of it.

Never-ending piles of clothes.

With all the impossible stains and
dirt marks you can think of.

GOALS & ASPIRATIONS/TENSION

Best for her kids.

Wants to make sure they have a healthy
planet to grow up on.

IF ONLY she didn't have to do so many
washes and impact the environment.

MAKE HER LIFE EASY

Relieve her worry and concern. Ariel gets all
those washes done and stains out in a cold
(better for environment) wash.







Meet Mary

Mary is 60, she lives in Dublin with her retired husband John. She is comfortably off but is from a generation who doesn't spend money carelessly. Her children have flown the nest, but they are always coming and going – it's an open house. When she is not busy with family, friends and her community, she is enjoying every minute in her beloved garden, always with a new plan for it.

What you should know about Mary:

***JUST BECAUSE** she is older doesn't mean she doesn't want to know what the latest trends and ideas are, like everyone else she wants to find out ways to do things better.*

Category Habits & Behaviours

Mary's home is her castle. And the garden is her happy place. She loves watching it change and grow through the seasons. It's an extension of her home to work, relax and entertain in. After years of trial and error she knows what is she doing. And she is now looking forward to spending time in the garden with her grandkids.

Sustainability

Maybe it's her age, but Mary has grown up being quite sustainable, she is conscious of waste and has been composting for years and even grows a few vegetables. And she has just moved to a hybrid car. She likes learning what more she should or shouldn't be doing.

Bloom Aspiration

THE GARDENS AND A DAY TO CONNECT WITH FRIENDS.

Wants garden inspiration, education & ideas.
But loves all the other bits too.
Lots of people with similar interests.
She leaves with lots learnt.
And lots to chat about
A thoroughly enjoyable day out with friends and family.
Enjoys seeing all generations enjoying nature.
See the President/people from the telly.

Bloom Worries & Bugbears

Getting there. Traffic. Parking.
The cost.
Bloom is not the only thing competing for her attendance & money in the summer.

Bloom Effect

Mary goes home full of ideas and enthusiasm for her garden, what she will be eating & drinking and sustainability. From the Bloom Festival to all its exhibitors and events, she is proud of what Ireland has to offer.

A promotional poster for the Bord Bia Bloom festival. It features a smiling couple in a garden filled with colorful flowers. The text is overlaid on the left side of the image. There are decorative flower graphics in the corners: a purple one in the top right and a blue and yellow one in the bottom left.

BORD BIA
Bloom

Lilies, lemon tart and laughter

Go all out on the perfect day
at Bord Bia Bloom - Ireland's
largest flower, food and
fun-filled family festival.

June 1st - June 5th
Phoenix Park, Dublin

Book tickets today at
www.bordbiabloom.com

**KIDS
GO FREE**





Meet the Alex's

Alex is mid 30's. (May be male or female)

Busy, busy, busy. Work, kids, getting out occasionally. Delighted to be in their first proper home. But the garden is a lawn. Very conscious of striking a balance in life, and keeping healthy and active in body and mind. Keen for themselves & their kids to spend more time outdoors and feel more connected to nature. A nicer garden would make that easier. And really keen to do their bit for the planet, but where to begin?

What you should know about Alex:

They are increasingly seeking ways to live healthier more sustainable lives, lives that are better for themselves, their communities and the planet.

Therefore, they are looking for events that are not “just for a good time”, but that are good for their health, the health of our planet, and do not leave behind a heavy carbon footprint.

Category Habits & Behaviours

Gardening is a whole new venture for them. They have a lot on, so they are looking for ideas to get them going and whatever they take on has to be manageable. They want to have and enjoyable, attractive space & outdoor activities for the family to enjoy. And watching things grow is a great way for all

Sustainability

The Alex's are constantly looking for ways to do more for the planet. Their food choices and garden feels like great, manageable places to start living a more consciously sustainable life.

Bloom Aspiration

EMPOWERED TO ACT.

Seeing, experiencing and learning about gardening. Ideas and tips for how to ‘Bloom’ up our own lives. Inspired to get closer to nature. Learning from the past. Learning how to do more, grow more, enjoy more of fantastic Irish food & drink. Educated on how to take simple steps to live more sustainably. An enjoyable day out in Phoenix Park. Surprised and delighted by all that is on offer.

Bloom Worries & Bugbears

Not sure Bloom is for them? Is this for gardening experts. I will admire, but I still won't be able to do anything myself.

Bloom Effect

YES I CAN & YES I WILL

Alex goes home with ideas of what they can do to transform their own gardens into much more inviting spaces, with tips and practices for living healthier and more sustainable lives.

A close-up photograph of a young child with curly brown hair, smiling broadly with their eyes closed. A small orange and black butterfly is perched on their nose. The background is a soft-focus green, suggesting foliage.

BORD BIA
Bloom

Gardening, goodies and giggles

Go all out on the perfect day
at Bord Bia Bloom - Ireland's
largest flower, food and
fun-filled family festival.

June 1st - June 5th
Phoenix Park, Dublin

Book tickets today at
www.bordbiabloom.com

**KIDS
GO FREE**



Questions?

BORD BIA
IRISH FOOD BOARD

BRAND FORUM

BORD BIA
IRISH FOOD BOARD

BRAND FORUM

Be Informed | Be Inspired | Connect