



Customer profile #1

Ethical shopper

- Age: 25-30
- Work: Ecologist, Geologist, Campaigner
- Hobbies: Gardening, reading, pets
- Social media: Pinterest
- Keywords: community, green, planet, eco.

The customer carefully considers all their purchases. They spend a lot of time ensuring everything they buy is ethical, eco-friendly and sustainable. They are willing to pay more to ensure they are not harming the planet.



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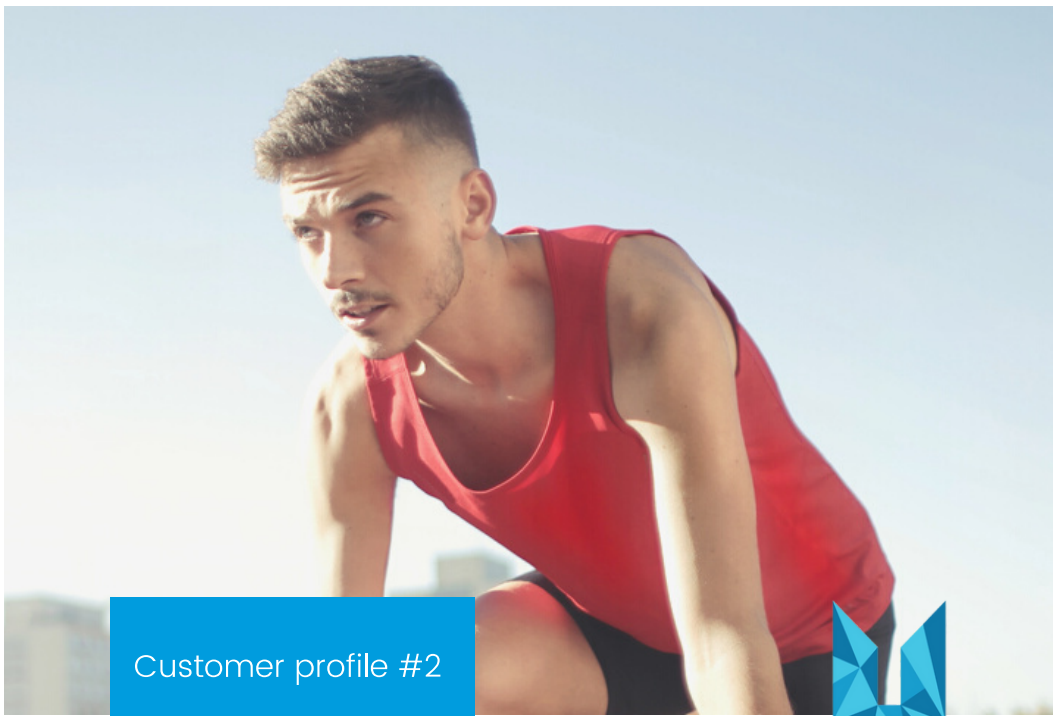


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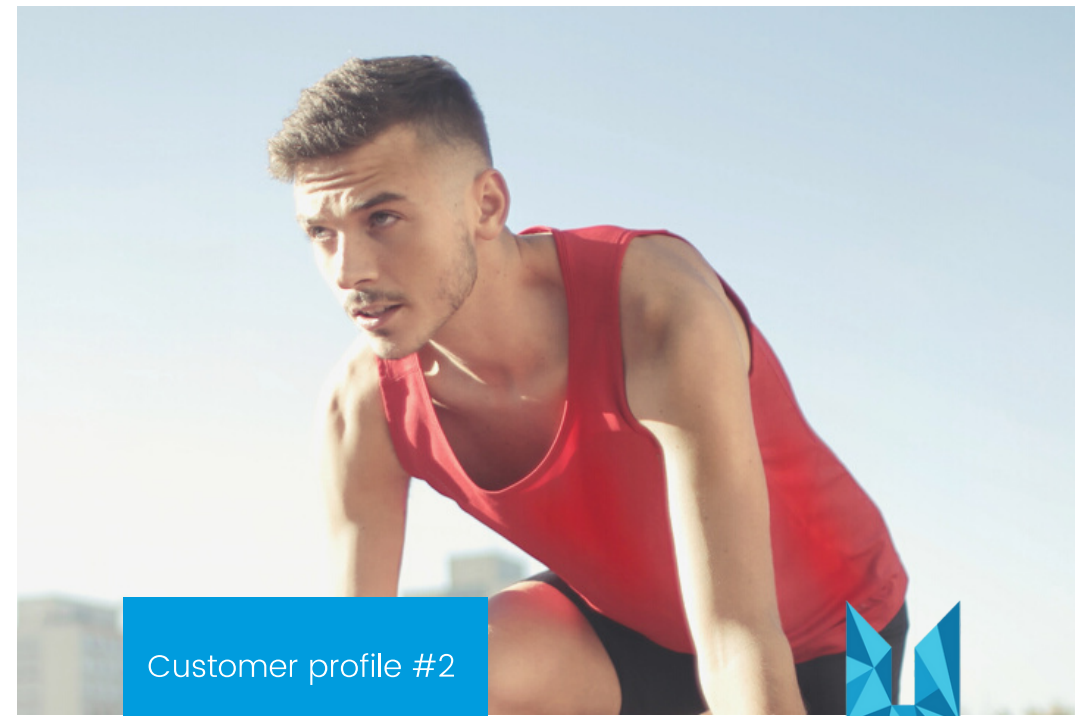
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Customer profile #2



Customer profile #2



Fitness enthusiast

- Age: 35-40.
- Work: Physiotherapist, P.E. Teacher, Nutritionist
- Hobbies: Running, hiking, fitness challenges.
- Social media: Twitter.
- Keywords: adventure, challenge, nutrition.

The customer likes to compare products before buying – especially nutrition. They like to ensure everything they eat and drink is healthy, balanced and will support their training.

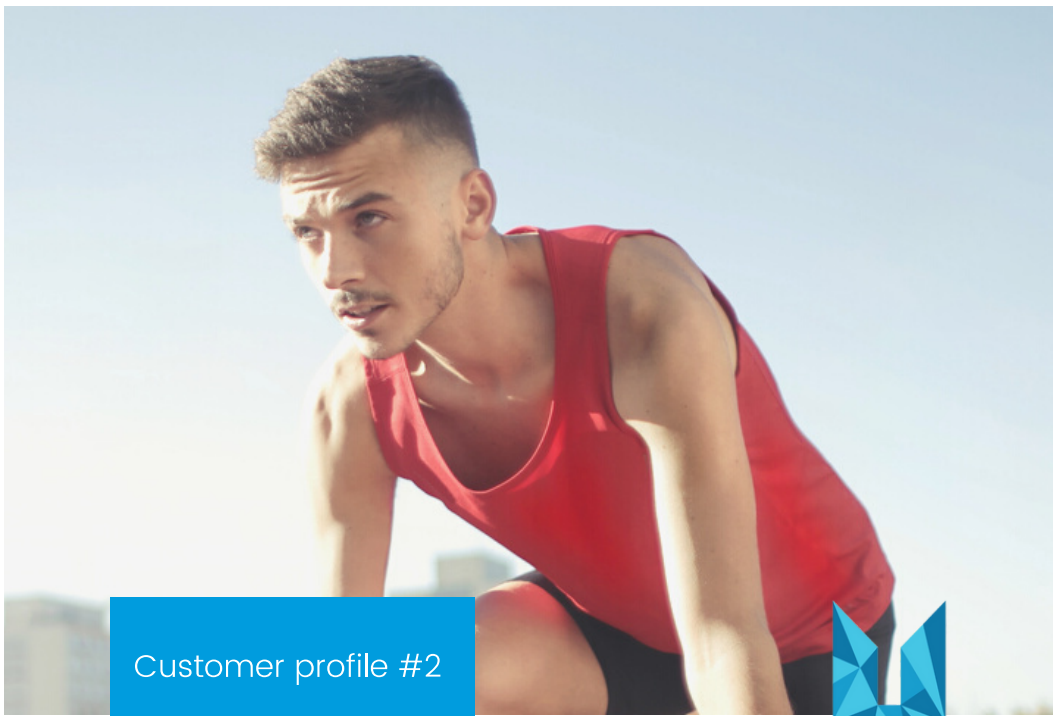
They don't have much spare time so convenience is important for them.

Fitness enthusiast

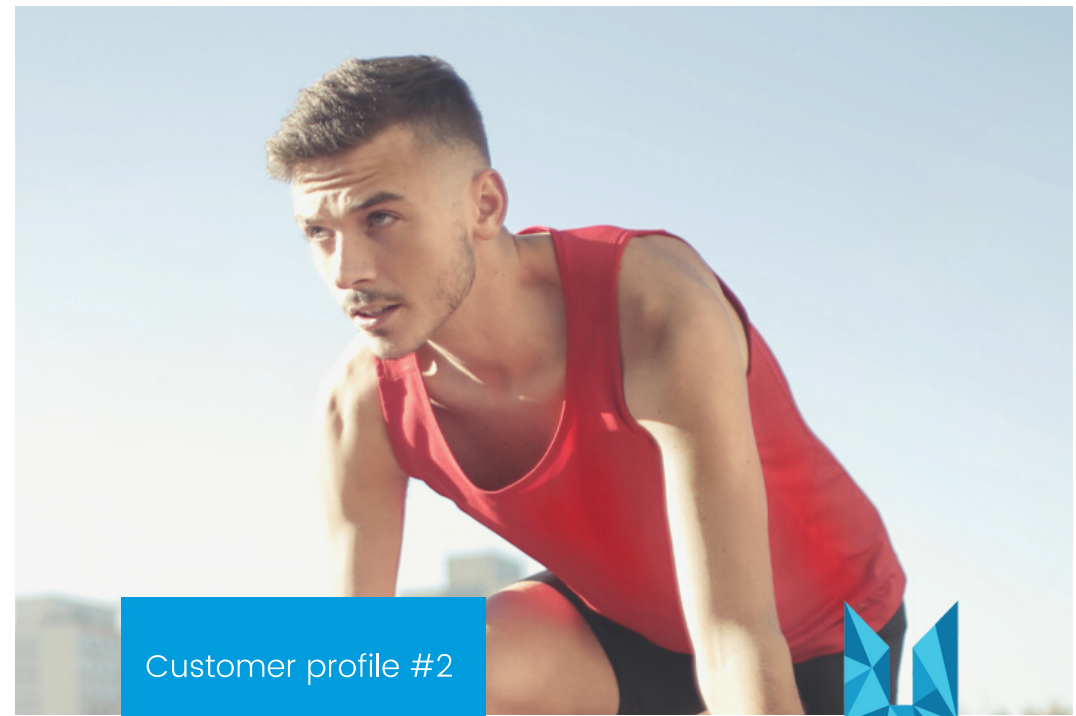
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Customer profile #3



Busy entrepreneur

- Age: 30–35
- Work: Business owner, Business Development Manager
- Hobbies: Dining out, skiing holidays.
- Social media: LinkedIn, Instagram
- Keywords: premium, quality, status, designer.

The customer likes to buy premium products that reflect their status as a successful business person. They often buy products with unique ingredients and eye-catching designs to make them stand out. They will pay more for a product if it looks stylish.



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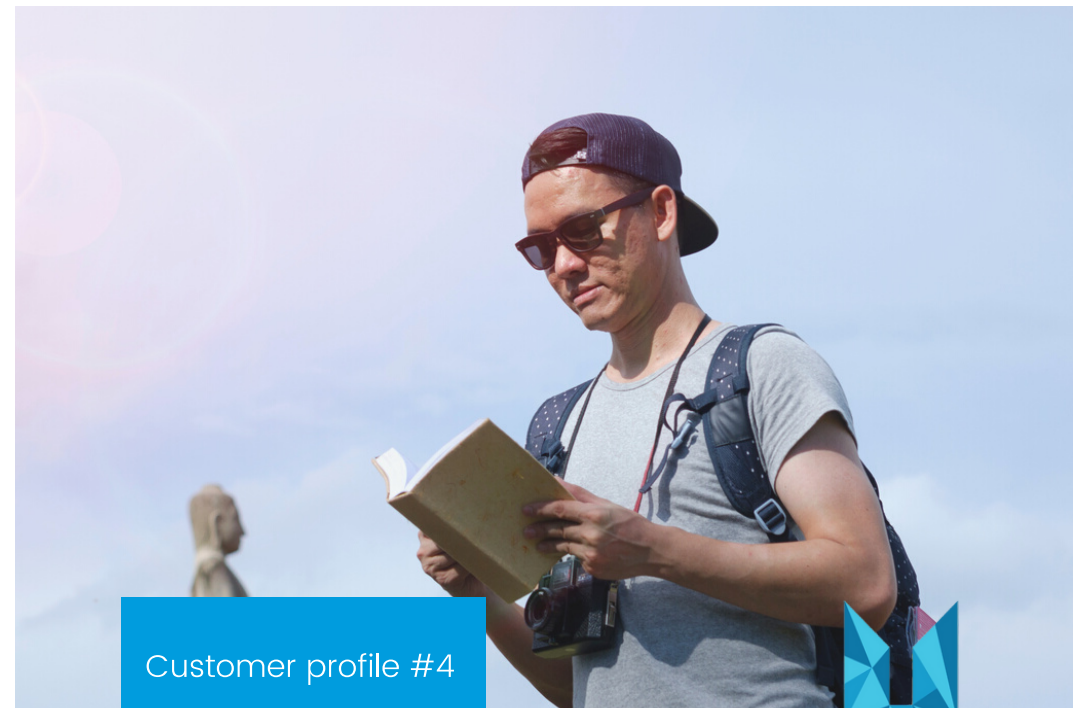


Customer profile #4

World traveller

- Age: 19-25
- Work: Student
- Hobbies: Travelling, making new friends, parties.
- Social media: Instagram
- Keywords: travel, experience, adventure, discover.

The customer likes to try new experiences and buys unique products from around the world. They often buy products with exotic ingredients. With most of their money spent on travelling, they shop around for good value!

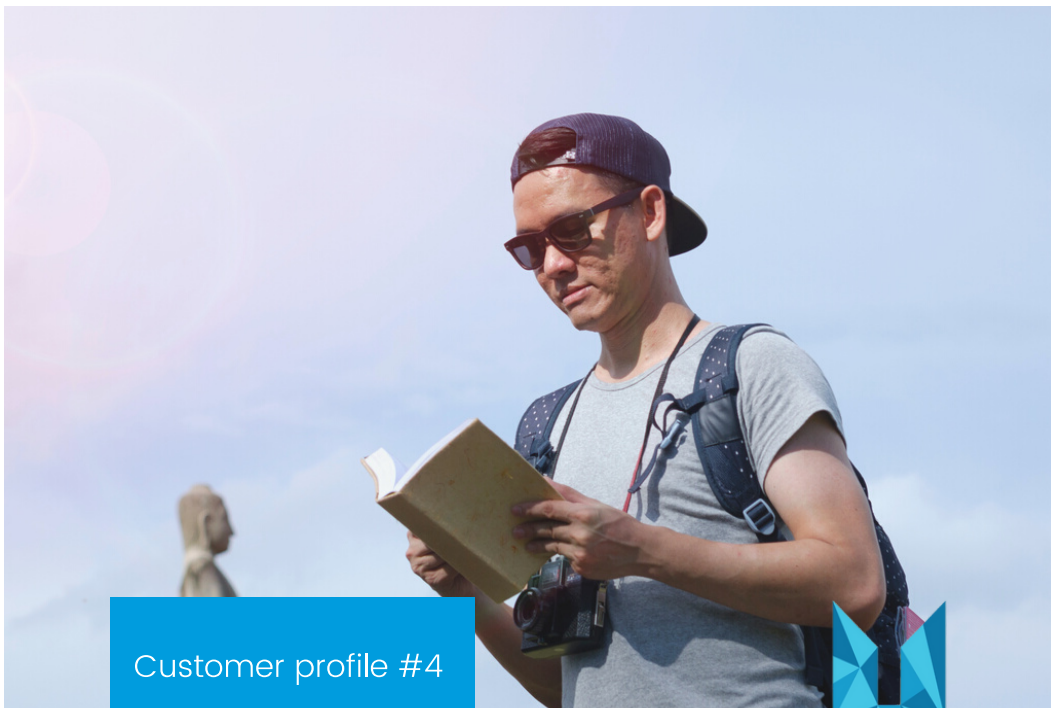


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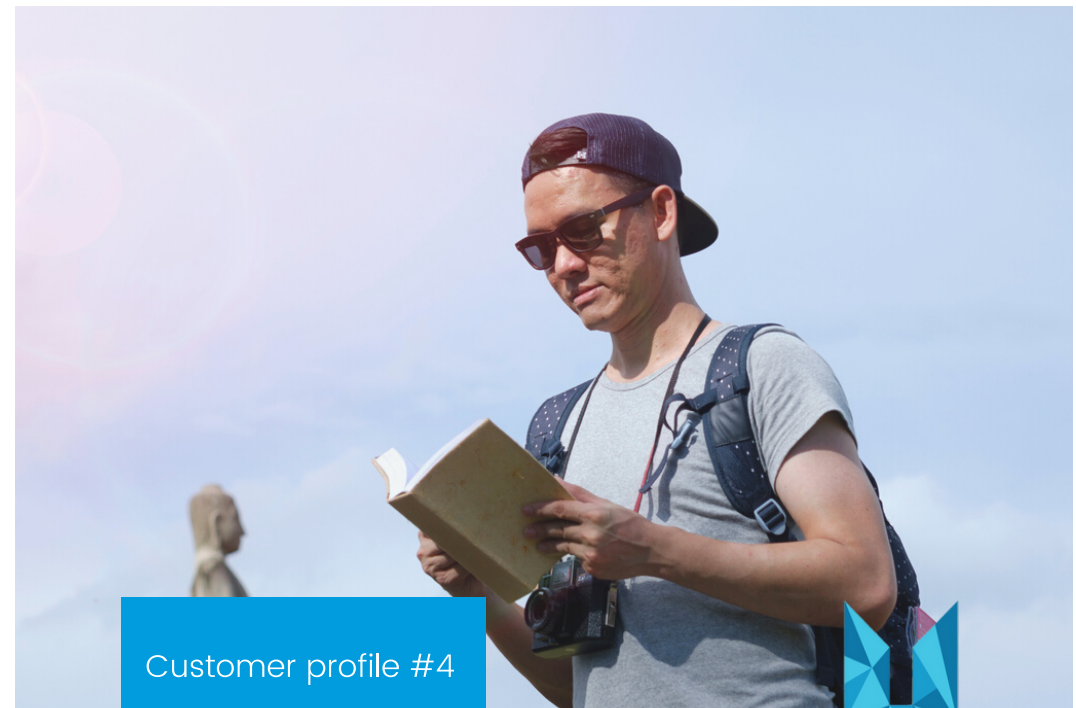


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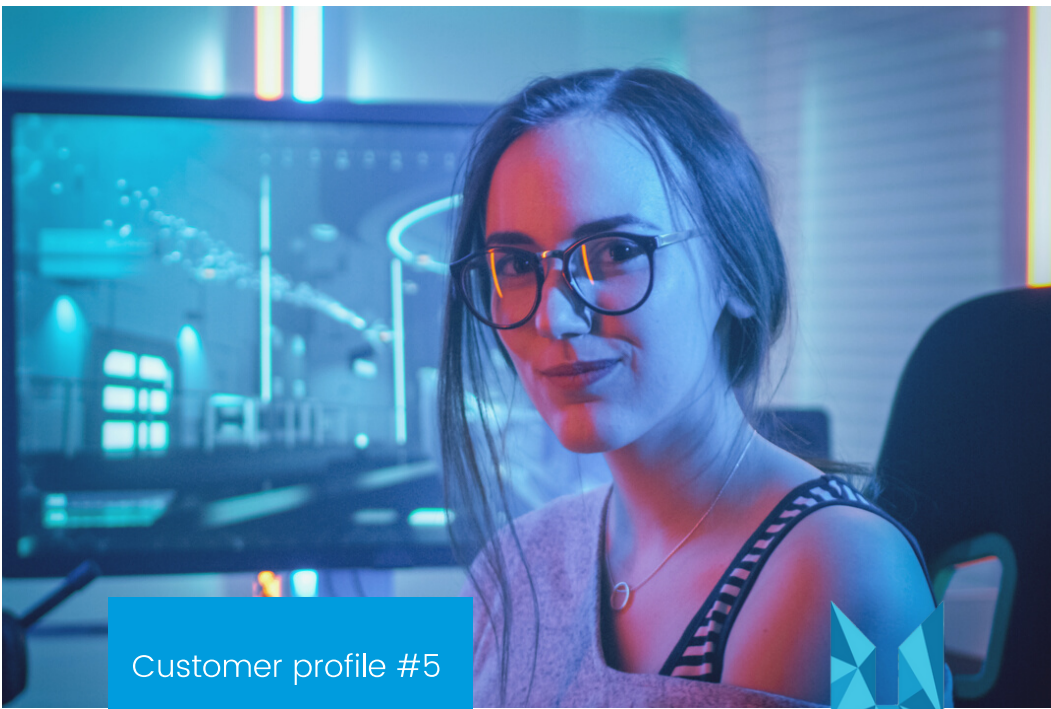


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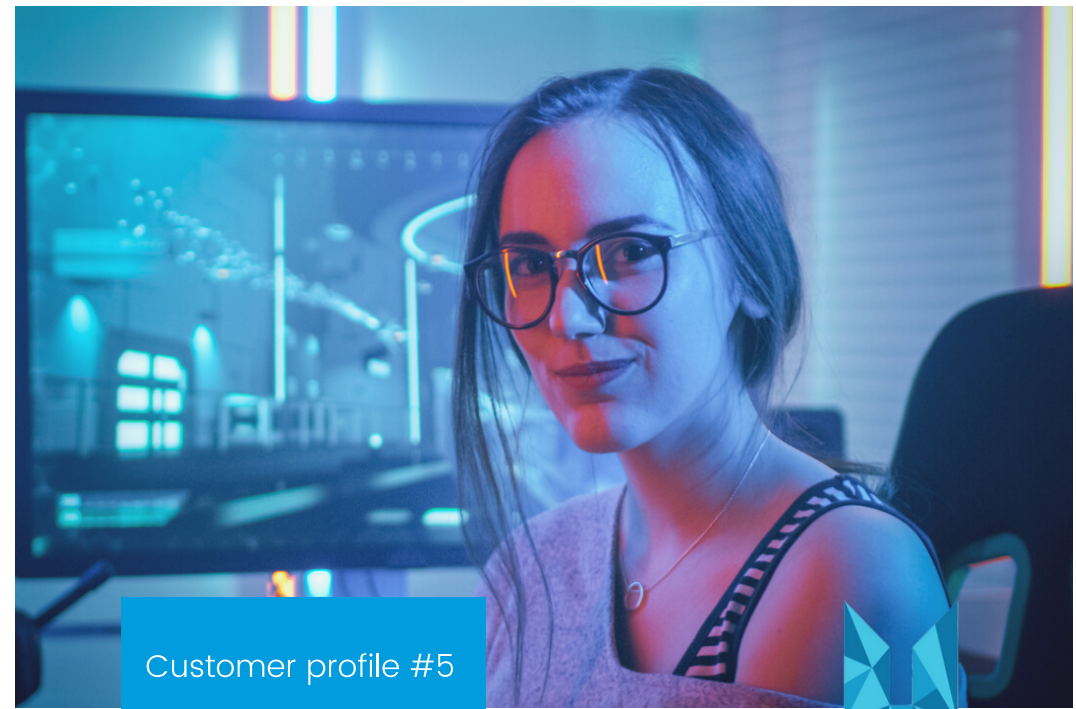


Customer profile #5

Young gamer

- Age: 19-25
- Work: Graphic Designer, Software Developer
- Hobbies: Computer games
- Social media: YouTube, TikTok
- Keywords: online, design, games.

The customer buys on impulse if they feel like the brand looks fresh and cool. They don't worry about ingredients but are more likely to buy drinks that provide an energy boost for marathon gaming sessions.

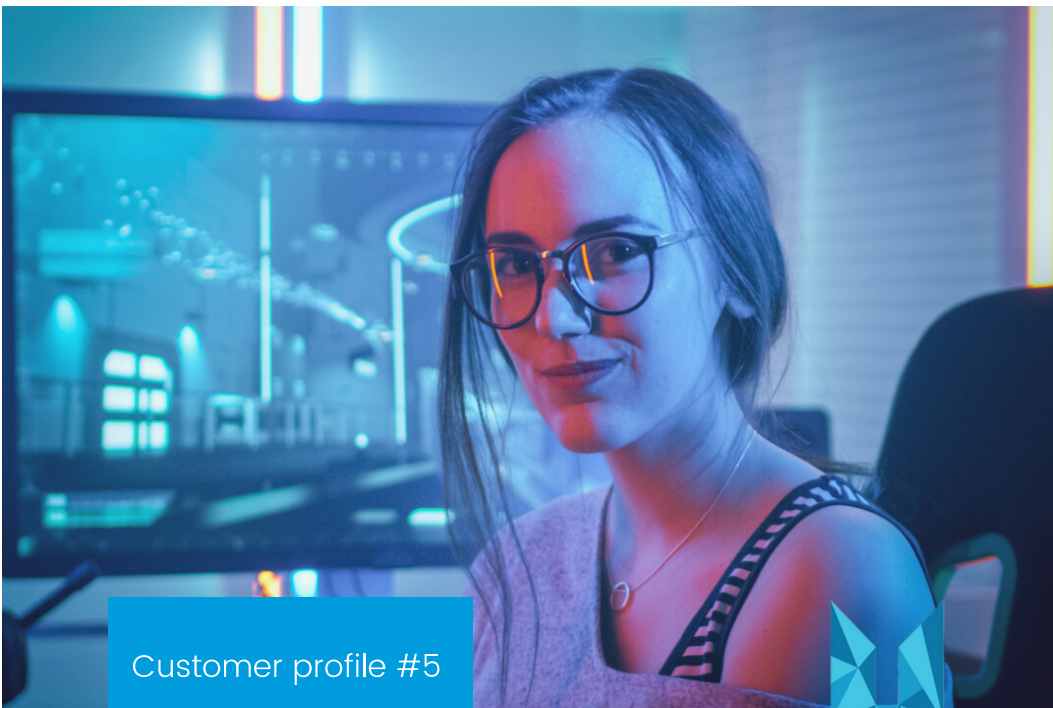


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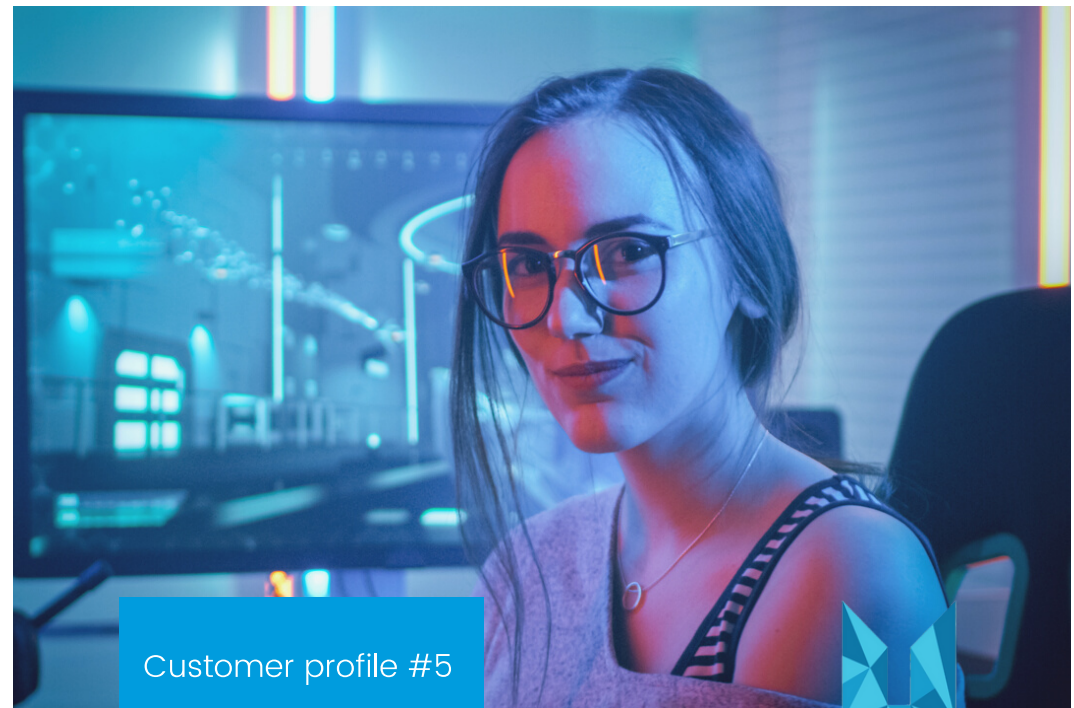


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