



**3D Brand Strategy
Project / Client
Customer Persona Template**

Handle: *(what's our nickname for this group? Catchy but not too obscure)*

Description: *(a brief pen portrait. Max 100 words)*

Age: *(typical range)*

Worth: *(income or purchasing power)*

Location: *(do they live local? Offshore? City? Country?)*

Who is in their circle of influencers/approvers? *(other people who may have a say in the purchasing decision)*

Insights: *(what we understand about them, captured by four key questions)*

- **How do they behave today?**
- **What do we hope to change this behaviour to?**
- **What are the barriers to this change?**
- **What are the drivers that could cause change?**

How big is this segment?

- **Total market size:** *(estimated)*
- **# on our list?** *(pulled from db)*
- **# on our partners' lists?** *(pulled from db)*

How could we build on this list? *(other partners, organisations, sources, ideas)*

What is our custom value proposition for this segment? *(write it in their voice)*

Which brand pillars would be new and/or interesting news to them? *(arrange our features/messages in a basic hierarchy)*