



VERHAAL
BRAND DESIGN



Customer Avatar Worksheet

tool Customer Avatar: example



Name: Jackie

Age: 42

Gender: Female

Professional Title / Division: Creative Director / Project Manager

Department: Promotions Department / Marketing Department

Company Affiliation: HBO Latino

Income: \$175,000

Level of Education: Bachelors in Marketing Communications

Goals: Higher Program Ratings. Recognition by manager for flawless execution of cultural translations. Growth of Latino programming at HBO. Promotion to VP of Marketing

Values: Takes pride in having the best contractors and specialists on her projects. Gives great attention to maintaining and improving her professional portfolio of work.

Sources of Information: Corporate communications, websites, peers. Reads Advertising Age online, follows Twitter influences in the entertainment and broadcast industries, goes to NAB show every year in Vegas. Tries to keep up on industry innovations and news. Reads blogs but not as much as she'd like.

Business Challenges: Small fraction of budget is allotted to Spanish adaptation. The speed of content production seems to be getting faster and faster. Management always looking to reduce costs. Her budget isn't growing, but her workload is.

Pain Points: She has to farm out much more work to contractors than she used to. Makes her life more complicated.

Objections to Purchase: Transcreation is more expensive, so she tries to get away with basic translation when she thinks she can. Saves transcreation dollars for the high profile stuff. Belief that they know some Spanish so they can do it themselves.

Role in Purchase Process: She can make the decision on who to hire for transcreation.

Decision-making Triggers: Because her schedule is chaotic, she likes to have low-maintenance contractors who she trusts to deliver great work on the first round. She doesn't have time for lots of back and forth.

Customer Avatar



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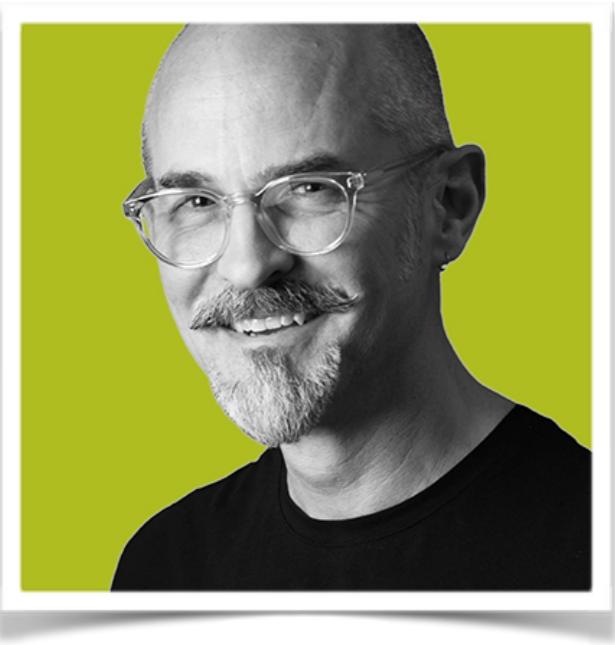
Pain Points:

Objections to Purchase:

Role in Purchase Process:

Decision-making Triggers:





Hi there!

Thank you so much for downloading the “Customer Avatar Worksheet”! My goal is to help your brand succeed. They say “knowledge is power” and in branding and design knowing your customer is key to your success. The Customer Avatar is a strategic branding tool that you can use to define and refine your customer target in order to improve your product offering, marketing and competitive edge in the marketplace.

I have used this tool at some of the most successful global branding agencies with clients like PepsiCo, Chevron, The Gap, P&G, GE and Honda. I assure you that it works. It doesn’t matter if you are launching a brand or product for a \$1B+ company, design practice or a “solo-ppreneurial” endeavor. The foundations of brand strategy are always the same.

My agency, **Verhaal Brand Design** specializes in strategic branding and graphic design. We’ve helped Fortune 100 companies and entrepreneurs alike create new brands, identities, websites, marketing materials and launch products for 20+ years. Reach out to us, we’d love to learn more about your brand and help crank it up to its full potential!

As always, I welcome your feedback. Join me in exploring and celebrating the best that the design, branding and marketing worlds have to offer!

~Philip VanDusen

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Philip VanDusen | Principal + CCO | philipvandusen@verhaal.co | 917-705-3826