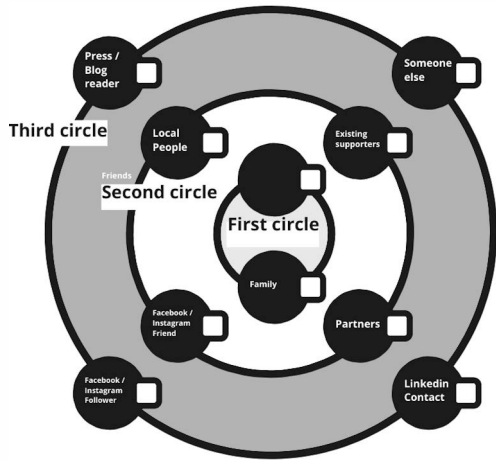


Campaign Personas

Team name _____

What group is our persona part of?



Anagraphic overview: let's describe our potential backers as we were reading their ID card.


Age

Born in:

Resident in:

Profession

Family

 What is our personas saying often that better describes them?

“

How does a typical day of the target look like? Where do they wake-up? What are they doing than?

”

Like

What do our personas like to do?

Don't like

What do our personas don't they?

Once we get an idea of how our real potential target are done, let's try to investigate what they are looking for in their lives that they can find in our campaign.

Needs

What needs could our personas satisfy by backing our campaign?

Dreams

What dreams do they have resonating with what we tell about our project?