

Audience Persona

Persona #1: Jeff Johnson

- Jeff Johnson, 42, from Miami, Florida
- CEO of a mens fashion company
- Married, with two small children, no pets
- Lives in an apartment in Brickell

Section 1: Demographics

- Age: 42
- Gender: Male
- Salary/household income: \$450,000
- Location: Miami, Florida
- Political ideology: Republican
- Education: Masters
- Family: Married with two kids

Section 2: Identifiers

- Interests: Business, travel, fashion
- Issues/causes: Protection of religion, involved in refugee volunteering, Pro-life
- Goals: Making money, maintain friendships, being a good father
- Challenges: Aging aches, and work stress
- Roadblocks: Having a work life balance

Section 3: Media/Distribution

- How can we reach them? Through Facebook ads and TV commercials.
- What kind of social media do they use? Facebook, occasionally Twitter
- Do they have smart phones? Yes
- What apps do they have? Facebook, Bible app, fitness tracker, Kindle, Amazon
- Traditional Platforms:
 - Daily Press: The Daily Sports Guide
 - TV Stations: CNN

- What words and phrases resonate with this audience? Fashionable, clean, businessman, educated.
- What kinds of images resonate? Stable family, success, happiness
- Would they click on a video? Yes
- Influencers:
 - N/A
- Where do they currently shop/go to the most?
 - High-end Brands (Canali)

Part 2: Audience Persona Analysis

Jeff Johnson is a 42-year-old CEO from Miami, Florida. He graduated with a master's degree in business. He works in the office Monday-Friday 9-5 but always seems to bring work home. Jeff annual income is approximately \$450,000 from his job and politically is a Republican. Jeff has two iPhones and occasionally uses his social media apps along with The Bible app, fitness tracker, Kindle, and Amazon. Jeff is ALSO active on social media, like Facebook, but doesn't spend much time on it. He does not have any favorite influencers. He does see many advertisements when he is at the gym and ESPN is playing on the tv. Jeff only purchases from high-end professional brands like Canali. Jeff was posting to his Facebook group when he saw an ad from the Miami Dolphins about family day. He clicks the ad and see more information then decides to attend with his family to spend more time together. He tells his assistant to add it to his calendar and to invite some of his staff so that he could talk business but also have good old fun with his boys.

Sources

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2. <https://www.colormatics.com/article/sports-fan-buyer-persona/>
3. <https://brandongaille.com/17-captivating-nfl-fans-demographics/>
4. <https://www.theshelf.com/the-blog/sports-viewership/>
5. <https://www.statista.com/statistics/1098885/interest-level-football-age/>

Persona #2: Marlina Smith

- Marlina Smith, 27, from Orlando
- Works as a consultant
- Not Married, a dog, no kids

- Lives in an apartment

Section 1: Demographics

- Age: 27
- Gender: Female
- Salary/household income: \$150,000
- Location: Miramar, Florida
- Political ideology: Democrat
- Education: College graduate
- Family: Single

Section 2: Identifiers

- Interests: Career as a consultant, wants to eventually have a baby and get married, very social and outgoing, likes going to the gym
- Issues/causes: Environmentally conscious, advocate for LGBTQ+ rights
- Goals: Succeed in her career, have a healthy marriage, create a family
- Challenges: work-life balance, maintaining relationships
- Roadblocks: Not enough time, communicating issues, overworks

Section 3: Media/Distribution

- How can we reach them? Social media
- What kind of social media do they use? Facebook, Instagram, Twitter
- Do they have a smart phone? Yes
- What apps do they have? Social media, Amazon, period tracker, email accounts
- Traditional Platforms:
 - Daily Press: Local News
- What words, or phrases resonate with this audience? Millennial, eco-friendly, young adult, adult, career driven, social
- What kinds of images resonate? Happy, friendly, fit, smart
- Would they click on a video? Yes
- Influencers:
 - Abby Rooks
- Where do they currently shop/go to the most?
 - Macy's
 - Topshop

Part 2: Audience Persona Analysis

Marlina Smith is a 27-year-old college grad from Orlando, Florida. She graduated with a degree in Biology. Marlina's annual income is approximately \$150,000 from her job and politically is a Democrat. Abby has an iPhone and frequently uses her social media apps along with her Period Tracker, Amazon, Outlook, and fitness tracker apps. Marlina is ALSO active on social media, including Instagram, and Twitter, and watches YouTube videos. Her favorite influencer is Abby Rooks. Marlina loves to shop at Macy's since she usually wears professional clothes, or if she is having a girls' night her outfit is most likely from Topshop. Marlina was at her older sisters' house when they mentioned attending the Miami Dolphins Family Day. Even though Marlina has no kids, she loves to hang out with her little cousins and older siblings' kids. She then went to Instagram to see the flyer and noticed the musical performer who is one of her favorite artists. Her sisters said it would be fun so she figured that she could bring her little cousins, nieces and nephews for a fun time.

Sources

1. <https://brandongaille.com/17-captivating-nfl-fans-demographics/>
2. <https://www.zippia.com/miami-dolphins-careers-284385/demographics/>
3. <https://www.tampabay.com/sports/bucs/2019/02/15/the-tampa-bay-buccaneers-have-the-most-republican-leaning-nfl-fan-base-in-the-country/>
4. <https://www.theatlantic.com/business/archive/2014/02/which-sports-have-the-whitest-richest-oldest-fans/283626/>
5. <https://morningconsult.com/2020/09/10/sports-fan-base-demographic-data/>