

PERSONA



HELEN STORY:

Helen is an active and busy woman. She is the decision maker person in her household in terms of choosing the food menu, the home decoration and the personal physician and dentist for the entire family. She always does a good research before taking important decisions and really hates when makes mistakes. She prefers to be prepared with information for the person that she has to meet.

Helen loves to visit the local bakery at Saturdays not just to buy his favorite Anadama bread but to enjoy the company of the owner - Isabela Ricci. She's feeling welcomed there not as just a client, but as a friend. Helen is searching for the same personal attitude with her family dentist.

HELEN HEALTHBORROW

Architect

"I WANT WHAT'S BEST FOR MY FAMILY, BUT SOMETIMES IT'S HARD TO KNOW WHAT THAT IS"

Location: Suburbs

Age: 42

Marital Status: Married

Children: 2 (12 and 8)

Profession: Architect

HHI: 130,000

Searching: Quality and attitude

Lacking: Time

Family life: Married for 16 years, girl and boy. Very dedicated wife and mother.

Social life: Active but busy with family, occasionally goes to a restaurant with her husband.

Values: Dedicated to her loved ones, puts their interests before her own.

Responsibilities: Works 40+ hrs/wk, has a housekeeper to help with kids.

MEDIA HABITS:



CONSIDERATIONS:

