Revision

Audience Persona

Demographics

Name: Jason Zeng

Age: 20

Gender: Male

Salary/household income: Middle income with extra money

Location: urban (Beijing, China)

Education: A current Sophomore studies Finance at Whitman

Family: Family members include his parents and 10-year-old sister. Both he and his sister live with their parents.

Media/Distribution

What kind of media do Jason use?

- WeChat: WeChat is one of the most widely used social media platforms in China. In addition to keep in touch with others, as the person in charge of the Chinese media platform at Syracuse University, Jason also needs to arrange daily updates on WeChat.
- Weibo: Jason pays attention on the hot search list on Weibo, which is updated in real time. The hot search list integrates current news, entertainment information and novelty, and the update speed is very fast.
- Publications websites: Jason sometimes read news from online publications websites such as the New York Times, the Washington Post and the Economist.

How else can we reach them?

Jason can be contacted via email and phone, and people can also contact him by sending email to the official email address of the SU's Chinese media platform.

What words, phrases resonate with this audience?

1. Jason likes things that are trendy and fresh the most, and if he find that the product's introduction is related to what is currently popular (using the popular keywords), he will think it is fashionable, so they may be more willing to learn more about the product.

Example:

- "Microwavable ice cream has never been marketed before, and if you get it, you must be the first one around to try it."

2. In order to keep fit and healthy, Jason is very concerned about food safety. If we express in the statement that this product is very green and healthy, it can catch Jason's eye

Example:

- "Ice cream that can be heated has lower calories and healthier than other ice creams."

What kinds of images resonate? Would they click on a video?

Jason prefers photos and short videos, but he usually does not finish the videos that are longer than 3 minutes, because he thinks after he has an overall idea of the content, he does not want to dig deeper.

Example:
- Some influencers will post videos of testing/tasting products on Tik Tok, and these videos are normally quite short (30 seconds-1.5 minutes).

With delicate composition, pictures that can reflect the quality of life are more likely to attract young adults' eyes.

Based on my previous internship experience in some media companies, we found that due to the development of the internet, the younger generation's reading tends to be fragmented, and they spend less time on a whole paragraph. Young adults will be more likely to look at pictures because they are more precise and colorful. Besides, *for teenagers or young people, bright, light color with creative images will be a good idea to attract them.

They will click on the video to watch it, but it usually doesn't finish the whole video if it is too long.

*Reference: Five Ideas On Using Images To Attract Your Customers
https://www.designbold.com/academy/en/using-images-to-attract-your-customers/#:~:text=For%20teenagers%2C%20or%20young%20people,an%20image%20is%20also%20important.

Writing style (short, verbose)

The Writing style should be short and exciting. Since messages are more visible on social media platforms, and Jason spend less than 20 seconds browsing a post, our content should not be very long, but the message needs to be concise and compelling.

If Jason is browsing on platforms such as Intagram, he will focus more on the content on the image than on the text.

Example:
- "Have you ever heard about microwavable ice cream? Check out on our website!"
- A social media post with no more than 20 words about ice cream should be accompanied by a picture of the product.

Goals/Challenges

What are their goals, aspirations?

Jason wants to find an unusual ice cream that gives him something to eat on their own or to share with the rest of the family during breaks with lower calories.

Besides, Jason may also want to find a product that can highlight his personality, just as apple's new products are always bought by many fans every year, he will want to find a product that can represent his lifestyle and attitude and form their fashionable style.

What problems do they have?

Jason may be less loyal to a company or product and may be less likely to buy again than other age groups. Because young adults are looking for novelty, if there are other fancier ice creams on the market, Jason might stop focusing on WarmChills and buy another brand's new product.

Original Version

Demographics
Age: 18-35
Gender: Any gender
Salary/household income: Middle income with extra money
Location: urban
Education: Above high school diploma
Family: Family members include their parents and themselves (our target audience), who may live together with their parents or live alone.

Media/Distribution
What kind of media do they use?
Contemporary youth groups are significant users of social media. According to the Pew Research Center, 72% of American adults used at least one social media platform in 2019. Among them, the most popular social media platforms are YouTube (73%), Facebook (69%) and Instagram (37%).

Reference:
Data from Pew Research Center, Internet and Technology: Social Media Fact Sheet
https://www.pewresearch.org/internet/fact-sheet/social-media/

How else can we reach them?
We could investigate whether they had visited websites and topics related to ice cream in the past, whether they had purchased ice cream in the past three months, how often they bought similar products and their preferences.

What words, phrases resonate with this audience?
Words related to brand new products, words related to their favorite stars, and meteor showers on Tik Tok are more likely to attract them. Young people like things that are trendy and fresh the most, and if they find that your product's introduction is related to what is currently popular (using the popular keywords), they will think it is fashionable, so they may be more willing to learn more about the product.

What kinds of images resonate? Would they click on a video?
With delicate composition, pictures that can reflect the quality of life are more likely to attract young adults' eyes.
Based on my previous internship experience in some media companies, we found that due to the development of the internet, the younger generation's reading tends to be fragmented, and

they spend less time on a whole paragraph. Young adults will be more likely to look at pictures because they are more precise and colorful. Besides, *for teenagers or young people, bright, light color with creative images will be a good idea to attract them.

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Writing style (short, verbose)
The Writing style should be short and exciting. Since messages are more visible on social media platforms, and viewers spend less than 20 seconds browsing a post, our content should not be very long, but the message needs to be concise and compelling.

Goals/Challenges
What are their goals, aspirations?
Find an unusual ice cream that gives them something to eat on their own or to share with the rest of the family during breaks.
Besides, they may also want to find a product that can highlight their personality, just as apple's new products are always bought by many fans every year, they will want to find a product that can represent their lifestyle and attitude and form their fashionable style.

What problems do they have?
They may be less loyal to a company or product and may be less likely to buy again than other age groups. Because young adults are looking for novelty, if there are other fancier ice creams on the market, they might stop focusing on WarmChills and buy another brand's new product.