



"I value businesses that are professional, and committed to educating me on how my oral health impacts my overall health. I will not waste my time on a business who is trying to pitch me on services I already know are obligatory, like oral health."

HARD WORKING

TRADITIONAL

COMPETITIVE

OPTIMISTIC

MEDIA HABITS



Target Persona #1

MEET BRIAN

About

He is from the baby boomer generation and nearing the end of his successful career. Brian believes that authority equals experience and seeks out brand that portray themselves as that. Advertisements that don't fulfill what is promised is the deciding factor on whether or not Brian purchases from them in the future. He values truthful ads, and products/services that are priced fairly. He is drawn to trustworthy brands that are dependable and practical. Personally, he cares about professional appearance, and will become a loyal customer to those brands who value the same. In this case, dental needs are a necessity; however, how the practice presents itself is key to capturing his attention. While he is not inherently tech-savvy with all platforms, the media platforms he does use he is well-versed in; however, he will still turn to newspapers and magazines from time to time to start his journey. He hates when brands try to reach him with communication styles that encompass its perception on what his age group wants to see.

Core Goals & Needs

- Interpersonal relationships
- Sense of family
- Stability

Pain Points

- Age discrimination
- Not targeted enough face-to-face
- Perceived as not being tech-savvy

Behavior

- Researches products online
- Purchase based on value and positive experience
- Values stability
- Maintains traditions
- Fiscally conservative
- Traditional and hardworking

Motivations

- Maintaining continuity
- Honesty and trustworthiness
- Familiarity over price/convenience
- Fulfilling obligations



My kids are my pride and joy, but I get tired from time to time which doesn't mean I need a break. When making big decisions for my family, I rely on my mom tribe and brands with purpose."

PROVIDER

DECISION MAKER

SOCIAL

PRACTICAL

MEDIA HABITS



Target Persona #2

MEET MOLLY

About

She is a middle-aged mom who cares deeply about her family and their health. Her role is emotionally complex. On one hand, her kids are her pride and joy, but on other hand, the stress of societal norms make motherhood overwhelming. She makes majority of the big decisions for the family, such as health providers. To make these important decisions, she relies heavily on word-of-mouth from fellow moms and online research. She needs succinct messages that educate her on why choosing a particular health provider is the best choice for her family. She strongly despises traditional marketing tactics that premise on society's view of women and mothers as she is educated on these tactics and sees them as gimmicky. She is drawn to inspirational, transformations, and brands that use highlight consumers in this light will catch her attention.

Core Goals & Needs

- Conversational, personal content
- Social relationships
- Thrive on emotion
- Want to feel inspired by the brand

Motivations

- Good deals on quality products
- Inspirational stories from relatable people
- Family's needs and wants
- Overall health of her family

Pain Points

- Unrealistic ideals on motherhood in marketing
- Feeling trapped by "social norms" surrounding being a woman
- The feeling of not doing enough or living up to society perception of being a mother

Behavior

- Turns to social media for parenting advice
- Does online research before making the purchase
- Consults mom inner circle
- Makes healthcare decisions for the family