

Wholesome Foods Pty Ltd. Buyer Persona Overview

July, 2014

Helen Janisen

BACKGROUND:

- Helen is a single parent with 2 kids, Christopher (6) & Cassie (4)
- Helen works part time as a merchandiser. Her hours are child friendly and give her the flexibility to drop of and pick up the kids from school and daycare
- Life is pretty hectic with two children, especially as Helen works part time. Dashing round making sure everyone is in the right place at the right time for dance classes and cricket needs real organising !
- In her spare time, what little she has of it, she likes to jump on to Facebook and she what some of friends have been up to, as well as play a bit of Crush Candy and Farmville.
- Because the kids are so active Helen doesn't worry too much about what she feeds them. Cassie is a fussy eater, and Helen tries to encourage her to eat other things than bread and cheese



Helen Janisen

DEMOGRAPHICS:

- Female
- 25-35
- Low-mid Income
- Lives in Edithvale, Victoria

GOALS:

- Helen's primary focus is to be a good mum to her children.
- Be a financially secure
- Her income is directed towards paying the mortgage and bills as well as the children and their school activities



Helen Janisen

CHALLENGES:

- Time poor
- Meal times are a chore and its hard to find a meal that pleases everyone in family so needs easy meal solutions that the family can enjoy together.

HOW WE HELP:

- Provide quick and easy child friendly meal solutions that the whole family will love.
- Save time and make meal times more fun and easier to manage instead of having to cook multiple foods to cater for her families different tastes.



Helen Janisen

REAL QUOTES:

- “It’s a real challenge to cook for my little fussy eaters”
- “It’s hard to find the time to make a proper meal”
- “I feel guilty about it but sometimes I just have to take a few shortcuts”
- “I just want something convenient that both the kids will eat without having to force it”

COMMON OBJECTIONS:

- I just want to feed the kids something healthy that they can also enjoy.



Helen Janisen

MARKETING MESSAGING:

- Guilt free meals that the whole family will love.

ELEVATOR PITCH:

- Wholesome, family friendly meals that passes the kid test.

