

Audience Personas: Sephora

Persona #1: Emily Smith

- Emily Smith, 21, from Bryn Mawr, Pennsylvania
- Full time student at Drexel University
- Not in a relationship, no children, one dog
- Lives in a dorm with one roommate
- Does not work

Section 1: Demographics

- Age: 21
- Gender: Female
- Salary/household income: \$72,500
- Location: Philadelphia
- Political ideology: Liberal/Democrat
- Education: Earning bachelor's degree in marketing at Drexel University
- Family: Single, no children, lives with parents, one dog named Rosie

Section 2: Identifiers

- Interests: shopping, exploring the city, hanging out with her friends and watching tv
- Issues/causes: Cares about the environment, social justice, feminist
- Goals: To do well in school this semester and get an internship offer for this summer
- Challenges: Balancing social life with school
- Roadblocks: Gets distracted easily, struggles with time management

Section 3: Media/Distribution

- How can we reach them? Social media
- What kind of media do they use? Facebook, Instagram, Snapchat, Twitter, TikTok, Yik Yak
- Do they have a smart phone? Yes
- What apps are downloaded on their phone? Social media, Tinder and Hulu
- Traditional platforms:
 - Daily Press: New York Times
 - TV stations: ABC news
- What words, phrases resonate with this audience? Fashion, trendy, makeup guru, self-care
- What kinds of images resonate? Young trendy female, stylish, classy
- Would they click on a video? Yes
- Influencers:
 - Kim Kardashian West and Zendaya

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Audience Persona

- Where do they currently shop
 - Revolve, Nordstrom, Reformation

Emily Smith is a 21-year old college student from Bryn Mawr, Pennsylvania. She is currently a full-time student at Drexel University. Emily lives in a dorm during the school year with her roommate Jenny. She lives at home with her mom, dad, and dog named Rosie on breaks. Emily does not currently work, but her household income from her parents is \$72,500. Like any other college student, Emily is constantly glued to her iPhone, looking through social media apps and watching shows on Hulu as she walks around school. After watching Euphoria on Hulu, Emily began following Zendaya on Instagram for beauty tips. As Emily was looking through her Instagram feed on her way to class, she saw Zendaya posted about how excellent the Charlotte Tilbury Magic Cream Moisturizer was. Since she looks up to Zendaya for beauty tips, she decided to go to Sephora's website and order the moisturizer.

1. <https://www.statista.com/statistics/1116985/sephora-and-ultra-shoppers-annual-income/>
2. <https://www.statista.com/statistics/741380/sephora-consumers-by-age-us/>
3. <https://www.babycenter.com/baby-names/most-popular/top-baby-names-2000>
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7. <https://www.niche.com/colleges/drexel-university/students/>
8. <https://www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/>
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Persona #2: Michael Johnson

- Michael Johnson, 33, from Bloomfield Hills, Michigan
- Public relations director for Steve Madden
- Single, no children, one cat
- Lives in an apartment with two roommates
- Works full time

Section 1: Demographics

- Age: 33
- Gender: Male
- Salary/household income: \$82,000
- Location: New York City

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PRL 214

Audience Persona

- Political ideology: Liberal/Democrat
- Education: Bachelor's degree in public relations from Syracuse University
- Family: His cat, Louis

Section 2: Identifiers

- Interests: Makeup, Fashion, enjoys Broadway shows and meeting new people
- Issues/causes: Democratic, the LGBTQ+ community
- Goals: To become promoted at work within the next year, further makeup skills, include more relaxation in daily life
- Challenges: Always busy and doesn't have time for personal life
- Roadblocks: Works long hours to earn a good salary leaving little time for personal life

Section 3: Media/Distribution

- How can we reach them? Social media
- What kind of media do they use? Instagram, Facebook, Twitter, Grindr, TikTok
- Do they have a smartphone? Yes
- What apps are downloaded on their phone? Social media, Peloton, Spotify
- Traditional Platforms:
 - Daily Press: CNN
 - Daily News: New York Daily News
- What words, phrases resonate with this audience? Bold, fearless, fit, trendy
- What kind of images resonate? Workout, single, creative, busy
- Would they click on a video? Yes
- Influencers:
 - James Charles and Hiram Yarbro
- Where do they currently shop/go to the most?
 - Lululemon, Talentless, Dunkin Donuts

Michael Johnson is a 33-year-old public relations director from Bloomfield Hills, Michigan. He is currently one of the public relations directors for Steve Madden in New York City. Michael lives in a New York City apartment with two roommates and his cat Louis. Michael makes around \$82,000 a year from his job. Michael is a registered democrat and believes in supporting organizations that support the LGBTQ+ community. On the weekends, he loves to shop in his free time. Stores in New York City are super busy on the weekend, so Michael spends a lot of time waiting in long lines. He scrolls through TikTok on his iPhone to pass the time as he waits. He has recently enjoyed watching Hiram Yarbro's videos on skincare and beauty tips. In his latest TikTok video, Hiram shares his new favorite products from Sephora that help keep his skin clear. This inspires Michael to go to the Sephora store after he finishes checking out at Lululemon to get the skin care products that Hiram recommended.

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Audience Persona

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2. <https://www.infoplease.com/us/population/most-common-last-names-us>
3. <https://www.babycenter.com/baby-names/most-popular/top-baby-names-1989>
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5. <https://www.pewforum.org/religious-landscape-study/metro-area/new-york-city-metro-area/party-affiliation/>