**Marketing Persona**

1. Who is your persona?

Andrea & Ariana. Andrew is 27 years old and Ariana is 25 years old. Selena & Marshall are their children. Selena is 11 and Marshall is 10.

They are dressed in colourful clothes. Most of the time, they wear the same clothes because they do not have enough money to buy a variety of clothing. He has an average height with a dark skin colour and deep brown eyes.

They are not educated. Andrea works in the fields where he mines the gas while Arina stays at home with the children.

They are living in the capital Wewe. The name of the village they live in is Fleebottom. It is the part where most lower class people live.

They live in a small house with one living area and the children sleep upstairs in tiny beds which they made themselves.

2. What does your persona do for a living?

Andrea works in the fields while Ariana stays at home with the children. But once a week she goes singing in the streets of Fleebottom to earn a bit of money. She is called a housewife but also a streetartist or beggar whatever name suits her and he is called a miner.

They do not identify themselves based on their work. Andrea has always wanted to be a musician. He plays the guitar, the piano and the violin. Ariana had a childhood dream to become a singer, but it stayed a dream. So frome time to time she goes singing and gets the feeling that she is a professional.

They barely make enough money to live. Andrea earns a 100 notes a day and when Ariana goes singing she ears 20 notes.

They think about every note they spend because they don’t have nearly enough to buy the things they want. All they can afford is some food and other important things to survive. They do try to save a bit every year to give to their children.

This way he wants his children to go to school and have an education. So they can have a better life and work later.

They don’t have a debit/credit card. They always use cash.

3. What are the persona’s non-work interests and/or hobbies?

They like to sit together with the family and play some music, Ariana sings their favourite songs while Andrea accompanies her on an instrument of choice.

Selena has a big dream, she loves to cook and wants to become a professional chef. She always helps out her mother in the kitchen from when she was very young. She really believes that one day the will become a famous cook and have a big resturant.

4. How is the persona’s health and well-being?

The family has a good health status, they live by the rule that there is no time to be ill and every string is pulled when a member of the family is taken ill.

They eat everything they have, but mostly vegetables because they don’t have much money to buy other types of food.

They both don’t exercise bacause he already works hard on the gasfields and she’s surrounded by house chores, taking care of the kids, performing on the street to gain some more money.

5. What makes the persona tick?

The parents are open-minded and even though they are not educated, they always try to learn from other people. They have a strong belief in music that can have a powerful effect on people. For that, their passion for music grows larger everyday.

They are in agreement with the current politics status since their point of views tally. The Bocellis are glad the corrupt regime has fallen and expect a quick revival for the entire country.

Not being able to provide for his family in the way he wants. When his children ask him something, Andrea must break their fragile little hearts. That’s the main reason he wants progress on a political level, so they can benefit from it as well.

Both Andrea and Ariana dream of becoming famous professional artists and to raise their kids well, get them educated so their children will have better lives than theirs.

Andrea and Ariana play an important role in each other’s lives since Andrea lost his family during the coup and Ariana is an orphaned kid who was living on the street. This family even becomes Ariana’s music inspiration.

6. Who is important to and influences the persona and why?

The kids have the key roles in the Bocelli-couple’s life. They represent the hope and unfulfilled dreams of their parents.

Andrea does not have friends since he spends all day in the fields and the night with his family. Ariana is the same but they do get along well with the neighbours. Since Fleebottom is a village where everybody knows everyone, they find it very pleasant to live.

Yes, children are the crucial element for Andrea and Ariana whenever they think about whether they should purchase their dreams or just leave these be and take care of their family first.

7. What type of countries has the persona visited in the past?

The family of 4 has only been abroad one time in their life because there is not enough financial power to take the children, Selena and Marshall, on a nice holiday. But that one time the family went it was to Stricium and they had a blast. The family saw snow for the first time and when they went home they talked about it for years. It really is their most memorable memory. The Bocelli family worked hard for 10 years straight to afford the vacation, so all the money Andrea saved up was spent in one sitting. It was roughly around 4000 notes (which comes from music notes). This translates to a yearly expenditure on holidays, of 4000 / 60 = 66.67 notes a year. They live exactly 60 years and only go on a holiday once.

8. What media does the persona consume?

After the military junta all the media got rid of censorship. It went from nought to a 100 instantly, so there is an entire new evolutionary wave where all the inhabitants can access telephones without censorship directed from the government. The Bocellis can now be up-to-date with everything that is going around in the world through social media, the tele, the radio and newspapers. Because everything is so new it still is a social gathering where there is one television per street and everybody watches it once a week. Bear in mind that they are not very wealthy, so a lot of the new products are shared among the inhabitants, including the social media and other online channels. There are computer cafés where you can go and surf the internet for a limited amount of time. Here they can surf the most famous websites and use the most popular apps.

9 + 10. Which social media platforms does the persona participate on? And what devices does the persona use?

Just like everybody else in Musica the Bocelli family wants to be an influencer. There is a cacophony of influencers on the net. Everybody looks at each other and there is no order in who is more powerful, on an influential level, than the other. The holiday to Stricium was inspired by a vlog another family made. It is fun because they all learn from each other. The most influential platforms are MusiBook and MusiTube. Of course, the Bocellis used a camera that they rented from the local pawn shop. The family is free to use computers in a specialized café as they are popping-up all over town. Nobody has an individual cell phone or smartphone, there are phone boots which can be used if they want to pay a low fee.