

GET HEALTHY U TV

Brand Personas

SELF CONSCIOUS KAREN – PERSONA 1



Age: 50

Annual Household Income:

\$50,000 - \$100,000

Employment: Works Full Time

Marital Status: Married

Karen believes it is important to stay fit and take care of her body, so she works out regularly. Although gyms would motivate her more to workout due to a sense of accountability, she prefers the privacy of her own home where no one judges her fitness level and she can sweat and “jiggle” in peace. It is also most convenient for her after all the driving to and from work.

“At home, I don't have to worry about what I look like or what my body does. I feel comfortable in my own space and if I screw up I am the only one that knows about it.”

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

CAUTIOUS BETH – PERSONA 2



Age: 60

Annual Household Income:

\$50,000 - \$100,000

Employment: Retired

Marital Status: Married

Beth knows it is important to stay healthy as she ages, so she works out 5-6 days a week. The gym provides more equipment, but she prefers working out at home because it is convenient and cheaper. Although she is active, she has concerns about her joints due to aging and she is also healing from an injury."

"I had a knee replacement and can't workout properly right now. I want to workout but need modifications that aren't too easy and can help me stay active while being kind to my body!"

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

HEALTHY HEATHER – PERSONA 3



Age: 55

Annual Household Income:
\$80,000

Employment: Works Full Time

Marital Status: Married, with
children

Heather considers herself healthy, but is looking for ways to better improve her habits. She works out to feel good about herself and combat her health problems. Heather doesn't want her arthritis to limit her life, so she is trying to stay healthy so that she can continue to be as active as she was in her 20s!

Additionally, she really wants help with recipes. Her husband often eats unhealthy foods, and it's difficult to resist the temptation when he keeps junk food in the house. Heather is very interested in learning how to cook better meals so that both her and her husband can live healthier lives.

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced