Product: Vitamin C Glow Serum

Consumer 1:

Name: Alyssa James

Demographics:

- **Age:** 26
- **Gender:** Female
- **Relationship Status:** Single. No kids.
- **Income:** $50,000
- **Education:** BA in Art History
- **Occupation:** Museum Curator
- **Location:** Toronto, Ontario

Psychographics:

- Politically progressive. Votes Liberal
- Cares about preserving the history of her city and country
- Cares about maintaining the natural beauty of a sight, so cares very much about the environment
- Interested in learning about the art history of various places around the world
- Hopes to travel to Europe one day

Buying Behaviour:

- Loves shopping for unique items and likes collecting antiques
- Shops for organic and natural products that are both good for skin/body and the environment

- Willing to pay for good products, services, and experiences as long as the price is justified by the quality
- Will not buy a product based on popularity, rather shops ethically and makes conscious efforts to buy local.

Magazine Advertisement for Alyssa James:

Product: Vitamin C Glow Serum (Made in Canada)

Headline: "Glow Naturally"

Secondary Copy: There's no secret to natural beauty with this nature's beauty secret. Vitamin C Glow Serum's all-natural ingredients and no animal testing policy ensures you feel comfortable in your own skin without compromising on the health of the environment.

Consumer 2:

Name: Carter Hughes

Demographics:

- **Age:** 30
- **Gender:** Male
- **Relationship Status:** In a long-term relationship; soon to be married. No kids
- **Income:** $85,000
- **Education:** BBA in Accounting
- **Occupation:** CPA for a marketing agency
- **Location:** Toronto, Ontario

Psychographics:

- Politically conservative. Votes Conservatives
- Cares about technological advancements and economic growth of his country
- Interested in current world affairs, and is very outspoken about his opinions on national and global development directions
- Not very conscious about environmental health and his actions for/against it
- Takes recommendations about health and beauty from his fiancé.

Buying Behaviour:

- Does not care about pricing much, but demands good results from purchased products
- Buys products that add value to his appearance, status, and position in society
- Makes conscious efforts to support buying local
- Tends to follow current trends and buys products that are popular (popular products = good reviews = more chances of getting the desired results)

Magazine Advertisement for Carter Hughes:

Product: Vitamin C Glow Serum (Made in Canada)

Headline: "You can C the difference"

Secondary Copy: There's no time to not look good. From your morning conference calls to evening success parties, Vitamin C Glow Serum keeps you looking fresh all day long. Its all-natural ingredients improve skin health and reduce the look of fine lines and wrinkles. Noticeable results in just 1 week of use.