

# Julie, working mom

- 33 years old
- Married with 3 kids (2, 5, and 9)
- Dog owner of beautiful labrador
- Lives in Plano, TX
- Full-time Senior Ads Manager, lifestyles vlog hobbyist
- Conscious about organic, healthy foods and natural products
- Into home decor, fashion, artsy activities, and trendy travel destinations



## FINANCES

- Household income \$195K
- Prefers to shop name brand
- Has rewards and store credit cards, savings/retirement accounts, and Amazon Prime membership

## BRAND AFFILIATIONS

- Amazon, Target, Whole Foods, Trader Joes, The Honest Company, Oshkosh B'gosh, H&M, White House Black Market

## WHO/WHAT INFLUENCES HER

- Husband, mom, older sister, friends, home decor, cooking, and DIY TV shows, blogs, and magazines

## ONLINE BEHAVIORS

- Frequently shops online and orders groceries with delivery
- Researches almost everything online before deciding to use services/products, especially if it involves her kids
- Connects with family/friends on Facebook; shares lots of family pictures
- Uses Pinterest to share lifestyle inspirations (food, decor, fashion, etc.)
- Uses Instagram to posts snippets of vlogs, cooking pictures with kids, and fashion/decor inspiration
- Uses YouTube to publish videos on healthy recipes, cooking with kids, decorating and kid-proofing tips, fashion advice for busy moms, and fun travel videos with family

## WHAT SHE'S LOOKING FOR

- Products and services that keep her kids/family healthy and safe
- Technology that saves her time in managing kids' appointments and checkups
- Fun, family attractions where kids can learn and play in a safe environment
- Deals on trendy, luxury destinations to spend quality time with husband
- More ways to increase her savings and meet financial goals

## WORRIES & FEARS

- Not being able to find the best healthcare and healthy foods/products for her kids
- Not having enough time to juggle marriage, family, work, and hobbies
- Getting a serious illness and leaving young kids behind
- Not having enough money to pay off student loans, save for kids' college, and have enough retirement income

## HOPES & DREAMS

- Giving kids a great childhood, and that they'll grow up to be healthy and successful
- Growing older and staying healthy and happy with husband
- Becoming SVP of Advertising by 45
- Paying off college debt by 40
- Becoming a lifestyles guru

## MAKE HER LIFE EASIER

- Health insurance products that provide access to top doctors, state-of-the art facilities, and wellness services for the whole family, especially kids
- Integrated app that lets her manage her healthcare policy, keep track of doctor appointments and prescriptions, monitor health goals for the family, find doctors and get information/reviews on healthcare providers and facilities
- Latest, wearable fitness devices to monitor health in real time for the family
- Financial planning app that monitors her savings/investment accounts, credit, and debt to income ratio, and offers suggestions on products that can grow her savings
- Larger life insurance policy that provides more than enough replacement income, but still has affordable premiums
- Kids social clubs (ballet, karate, etc.) close to home with evening hours that would allow her more time to work on vlogs
- App that gives updates on local events and craft activities, kid-friendly attractions, adult excursions, and deals/discounts