

# Marketing Persona

Eldaro is proud to introduce Adeline Williams. She is our invented personality, who has the characteristics of our target group.

## GENERAL INFORMATION

Adeline Williams is a 67-year old woman. She was born and raised in Novustika. There she worked for many years, was married Will Williams and together they have two children. She has a daughter Celine Williams (40) and a son John Williams (37). Celine Williams has three children, so that makes Adeline a proud grandmother. At the age of 53, she decided to move with her husband to the promised land: Eldaro.

## PROFESSION AND WORKING LIFE

Now Adeline is retired. She enjoys being happy every day. She likes to be busy and doesn't like to sit still for a long time. That is why she works half-time at the neighbourhood farm. Growing greens and working the land is really her thing. Adeline also likes to work with animals and fills part of her time volunteering at the Wildlife Centre. Here, wounded animals come in and are cared for until they are healthy again. Eventually, they are released back into the wild.

## HOBBIES

Adeline is a very active woman and wants to keep it that way. Every day she goes for a walk with her husband or with some friends. As she loves a challenge she is therefore in a roller-skating club. Little by little she dares to push her limits. When Adeline is a bit calmer, she likes to read a book. She goes to the book club every week with some of her friend. That way she gets to know a lot of stories and she can give book recommendations. Adeline loves to sing and that's why she joins Eldaro's choir every week. She likes to sing songs with others, and it gives her a feeling of happiness.

## GOALS AND NEEDS

Adeline does not live aimlessly but wants to achieve some things regardless of her age. Her first big goal is to be able to sing solo in the choir. It would give her so much satisfaction and that is why she continues to persevere and learn. The most important goal is to be happy every day. Every day must make her feel good. That is why she is always friendly and helpful.

Adeline can't just sit still and is constantly looking for a purpose in her life. That's why she keeps busy with things like charity and singing. She also wants to regret nothing at the end. Adeline does everything to make herself and others happy. She often shows the example that a lot of people look up to.

## **LIKES AND DISLIKES**

There are a lot of things Adeline loves. Teatime with her friends or with Will is one of the most amazing moments of the day. She is quite competitive and loves to play board games. She likes to work at the local farm and loves to cook in the evening with the fresh vegetables she has picked. When Adeline is sitting on the couch, she watches her favourite programme: The Bucket List. In this programme several people achieve their goals and Adeline hopes that one day she will be able to participate in the programme.

Like everyone else, Adeline also has some things she doesn't like very much. She likes fresh things, so she doesn't like sugary or too sweet food. When it snows, she is in a bad mood because then she has to pay attention and she can't go on her daily walk. Adeline hates it when people are unfriendly. Her mission is to treat everyone equally kindly and hope they learn something from it. Adeline loves her two children, but she doesn't like it when they wear torn trousers. She doesn't understand the trend at all. As a choir singer, she is often busy with music. Adeline loves all kinds of music except techno and country.

## **A DAY IN THE LIFE OF ADELINE WILLIAMS**

### **MORNING**

- wake up
- breakfast in garden with Will
- feeding cat
- watering plant
- morning walk with friends
- grocery shopping

### **AFTERNOON**

- lunch
- nap time
- Part-time job at the farm
- roller skating

### **EVENING**

- dinner
- playing bingo
- watching tv show