



# Kristy Avatar

## Head of Marketing at Allianz

- Where do they live? Lower North Shore
- How old are they? 40
- What is their level of education? Tertiary qualified
- What have they accomplished? Senior level management, person of influence in organisation

## Meet Kristy.

Kristy is a 40-year-old senior executive from Sydney. She works 5 days a week, and sits on the board of Dress for Success charity organisation. Kristy keeps updated with daily news on her iphone during her transit to and from work.

Kristy earns \$200k a year and ambition about getting promoted to the next level. However, Kristy wonders if she has enough executive presence to get noticed for the promotion. Kristy is time-poor and often takes work home.

Because of Kristy's busy schedule, she buys on impulse, spending up to \$1500 a month. She has also put on weight because of constant dining out and entertaining. Kristy feels overwhelmed with her wardrobe full of clothes and tends to wear the same outfits. She aspires to one of her colleagues who seem to 'have it together' all the time, her boss also made a comment in passing that Kristy has everything going for her but need to more of a presence.

Kristy is married and have 2 children under 10. The kids attend school and daycare, Kristy leaves work at 5pm 3 days a week to pick up the kids. On weekends Kristy is involved with sports and extra curricular activities, and therefore very little time to herself, hence she impulse shops at lunch.

What is it about your product that matters to this person? How does it solve a need, ease a pain, or make them feel good? How does it better their life?

A wardrobe detox, shop, integration & lookbook would be a package suitable for Kristy. It will reduce the overwhelming feeling she gets as she will be working with a smaller more manageable wardrobe. A stylist will take her to all the right shops and give her choice, which means she will no longer impulse buy. Getting dressed becomes really easy in the morning as she refers to her lookbook. Now she's less stressed in the morning and feels great everyday.

As Kristy learns about the services, she is thinking it will lift her presence, reduce the headache and stress about what to wear, & give her the confidence to tackle the day and take on that promotion.