

## TK Target Audience

This is a view of those who are most likely to buy your products / services.  
It's the specifics on who you serve and broken down into their demographic & psychographic characteristics:

- Kiwi Mums 28 - 40yrs living in Australia & NZ

### Demographics [who they are]

- o Age **28 - 40**
- o Sex **Female**
- o Location **Australia & NZ**
- o Ethnicity **New Zealanders**
- o Combined **Income \$70K**
- o Marital Status **Defacto/Married**
- o Children **2 kids**
- o Music **Kiwi Bands, RNB, Reggae**
- o Shops at **Online due to convenience**
- o Sport **Goes to the gym regularly**
- o Spare time **Coffee with friends, family & friends BBQ on weekends. Loves the beach**
- o Drinks **Moscato when socialising**
- o Car **Family Holden**
- o Other Activities **kapa haka, waka huia youtube videos for DIY ideas**

### Psychographics [why they buy]

- o Where they get info **facebook, internet, instagram, pinterest, youtube, word of mouth - family and friend recommendation.**
- o Problems **They miss home (NZ) and like to decorate their home with Kiwi items. They like their gifts/home decor to be personal, affordable, meaningful. They are on a low income due to the main carer (Mum) unable to work fulltime as she looks after the children.**
- o Wants / needs **to connect to family & friends socially. They want to belong and have support & security like they did when they lived in NZ.**
- o Who they trust **family, friends, other NZ'ers**
- o What sets off their distrust **political stories, anger, negative stories about NZ'ers in the media, high costs, being too serious.**
- o Fears **That their family connections and ties in NZ will weaken. That they need to work hard due to lack of support by the AUS govt.**
- o Objections **Cost, due to their low income other priorities come first.**

## TK Customer Avatar

Male or Female? **Female**

Her / his name? **Piri**

Age? **32**

Job / Career? **Part Time Picker/Packer 20hrs per week during school hours**

Family? **Married with 2 children in early Primary School years (5 - 7 years old)**

Suburb? **Gold Coast, QLD**

What's their problem? **Piri misses family in NZ. She misses the food, the community, the culture. She often reminisces about the good times back in NZ. As a family they have moved to Australia due to lack of job opportunities and to build a comfortable life for themselves. Piri likes socialising with other Kiwis that have moved here and likes to buy small personalised gifts that are meaningful to her and to the person she gives them to. As they have children and their children are involved in sports, other priorities come first before spending money on gifts. Piri will often think of creative ways to give gifts that are memorable.**

What are their top fears and frustrations? **Failing, living here in Australia. That they will move back to NZ broke. Financial security, with most family living back in New Zealand, they have to both work to pay for afterschool care, the kids sports activities and to make sure they have a comfortable life. Gifting is something that Piri loves to do for her family and friends but she finds it hard to find items that are personal that will really mean something to her and the giftee and in her budget. Piri also feels that she will lose her connections to her culture and has joined a local kapa haka group to maintain that connection.**

What do they want most? What's the deeper feeling / experience attached to this desire? **They want to be liked, admired, remembered by their family and friends. Piri wants to make other people happy too and is naturally a giving person.**

What does your offering give to your client? **Affordable personalised gifts with the option to DIY a lot of gifts to compliment what I sell. She can either choose to buy when she has the funds or DIY herself.**

What does your offering give your client that they don't know about? **For the DIY items, the tutorials will be available on my website. Links to where to purchase the items, videos showing how to make them, downloadable designs for them to print out/complete at home. It may also motivate them to start their own business using their creative talents.**

Its hidden benefits? **Save time, save money, create something personally to give, more meaning in their gifting to family and friends.**

Why will they buy your offering over someone else's? **Because they are designed by me a NZer/Kiwi for other Kiwi's living away from NZ. The designs are light hearted, witty, meaningful, personal, kiwiana. They are affordable and can be ordered easily online. I also show them how to create their own affordable personalised gifts when they need to save money and stick to a budget.**

Likes and dislikes? Likes ***Kiwi Bands, RNB, Reggae, goes to the gym regularly, coffee with friends, family & friends BBQ on weekends. Loves the beach, especially with her***

*family. Drinks Moscato when socialising, kapa haka, waka huia documentaries and youtube videos for DIY ideas. Facebook groups like Kmart hacks. Dislikes political news, negativity, racism, rude people, fear mongering, lazy people.*

What social media channels are they on? **facebook, internet, instagram, pinterest, youtube.**

What other media do they consume? **Sometimes she will pick up a magazine to read during her Me Time.**

What do they do in their leisure time? **Gym, live kiwi bands when they visit Australia.**

How do they make their decisions? **Piri often talks with her husband when making big financial decisions or big decisions that will affect the whole family. When buying small gifts though, she usually decides on this herself because her husband knows that is what she does best.**

How do they want to purchase from you? (what distribution channels can you use to get your offering to them?) **Due to Piri being busy with work, family, socialising, she prefers to order online due to convenience.**

## TK Character

Once you know your Target Market, Audience and Avatar, this is when you can start to think about your character / persona – so that you can become – EXACTLY WHO YOUR TARGET IS LOOKING FOR. You want them to feel as if they already know you – you want to create a sense of familiarity and trust. Ultimately, it's about... Asking yourself who do I need to be for my client? To take them where they need to go? Speaking to your avatar in their language and tone Creating a brand and a brand personality that will appeal to your ideal client (see M3, Step 1) Make some notes below around the characteristics, values, tone (see M2, Step 2) and brand personality that are important to your audience, so that you can sew these elements into your brand and copywriting moving forward:

**Piri is a 32 year old Maori female from New Zealand living on the Gold Coast in Australia. She is married and has 2 children between the ages of 5 & 7 years old. She currently works part time as a picker/packer during school hours and often thinks about ways she can save money or make more money to help pay for the bills around the house. Taking into account she also needs to be there for her children when they are not at school she hasn't quite worked out a way to make this happen. In the meantime she likes to DIY a lot of things around the house not only to save money but create home decor items that also remind her of NZ, family and close friends. She has also found ways to get creative and make personalised kiwi inspired gifts for her family and friends that are cost effective.**

Piri has a real hearty sense of humour, is always positive/optimistic and this comes across in how she communicates and talks to her family and friends. Everything is fun, positive and happy. This trait also comes out in the things she makes like personalised signs and wall art.

She has joined facebook groups like Party Mums and Kmart Hacks to get inspired. Piri has come to Tutu Kiwi for fresh ideas also and a bit of help on how to create kiwi inspired personalised gifts when she is short on funds. Tutu Kiwi also offer affordable personalised gifts that are kiwiana inspired.