

# BUYER PERSONA STORYTIME



## MARKETING SEGMENTATION, TARGETING, AND POSITIONING



## SEGMENT TARGET: COLLEGE STUDENTS PERSONA: CAFFEINE CODY

Meet Caffeine Cody! He's your typical college freshmen, 18, and out of his mom and dad's house for the first time. A small-town boy, Cody loves the Packers and is thrilled to attend college in Green Bay. Cody doesn't own a coffee maker and wouldn't know how to use one if he did. He also doesn't know how to cook or go grocery shopping, so he relies on fast food for sustenance. Because he eats out almost every meal, Cody must keep costs down. He only has a part-time job on campus which doesn't generate much spending money. He relies on financial aid and parental support. His parents are working middle class folk who encourage Cody to stick to a budget. His parents are both accountants and know the value of a dollar. They even convinced Cody to pursue a major in finance.

Cody lives on campus and doesn't have a car. To get out of his dorm room and away from his smelly roommate, he often looks for nearby restaurants where he can hang out and check out the chicks. Being a new freshman, Cody is struggling with time-management. He relies on coffee to keep him awake during classes and studying. Not only does he drink it in the morning, but he also enjoys iced coffees several times a day. Being a small-town boy, he likes casual eating establishments. He doesn't like Starbucks because the menu is full of words he can't pronounce. Cody is adamant about making new friends this semester and spends a lot of time on social media to try and make himself "cool." He primarily uses Instagram, tiktok, and SnapChat. For Cody, cost, convenience, close location, and a casual atmosphere are key.

## CODY'S MOMENT OF RECEPTIVITY PUMPKIN SPICE AND EVERYTHING NICE

It was a crisp October morning at the University of Wisconsin-Green Bay. Autumn leaves whirled throughout campus. The co-eds were snug in sweaters and leggings. There was an energy in the air because Homecoming was fast approaching. However, in one dorm room, the energy was deader than traditional media planning. Cody groaned as he snoozed his alarm for the fourth time. It was Tuesday, and he had Econ Class at 8:00am.

"Why did I sign up for this!" he croaked, rolling out of bed onto the floor. Last night, Cody had stayed up late watching Rick and Morty while procrastinating on his Econ assignment. "Must...get...ready..." He crawled across the floor like a worm. No time to shower, Cody sniffed his laundry pile for something semi-fresh. "Gotta look good for the ladies," he winked at his reflection, "Speaking of chicks, I should check Insta to see if any babes from class have posted selfies. Maybe I can woo a date for homecoming with my charming comments." Cody grabbed his iPhone and scrolled his Instagram feed. His stomach growled. One post made him pause in a Zero Moment of Truth: An attractive blond sipped a pumpkin spice ice latte. Perched around the straw was an apple cider donut glazed in caramel glory. The post read: "Celebrate homecoming with Dunkin'": Download the DD Perks App and get a FREE Pumpkin Spice Latte with apple cider donut! Bring your student ID. "Hmm...caffeine, chicks, free donut. Dunkin' it is!"

Cody slammed the door behind him, rousing his roommate from the dead. The Dunkin' Donuts was located directly across from the Alpha Kappa Pi sorority house. "Maybe I'll spot one of those lovely mythical creatures," fantasized Cody as he hoofed the two blocks to the DD, downloading the app along the way. His frugal parents would be proud of him for saving money. He could download an app in his sleep. In fact, he practically was still sleeping. His energy was draining faster than a BP oil spill. The smell of coffee and grease perked his nostrils: Dunkin' Donuts. As he opened the door, two girls strutted out, the smell of pumpkin spice wafting behind their giggles. Cody nodded and smirked, "Dunkin, I think you and I are going to be good friends."

