

CONSUMER PERSONA



NAME
Emily Sun

Age: 32
Location: Bristol, UK

Occupation: Marketing Executive
Income: £46,000

BIO
Emily is a 32-year-old, career-driven marketing professional living in an Bristol. She values efficiency, wellness, and social connectivity. Her interests include digital marketing trends, yoga, and socialising with friends.

GOALS & MOTIVATIONS

- Primary goal: maintain quality living while managing her demanding job.
- Motivated by products that offer lifestyle benefits without compromising her busy schedule.
- Seeks convenience in her fast-paced lifestyle.

PAINTPOINTS

- Struggles to find time for healthy meal prep due to her busy work schedule.
- Often resorts to quick, less nutritious meals, leading to inconsistent eating habits.
- Feels overwhelmed by the effort required to maintain a healthy diet while balancing work and social life.

BEHAVIOURS

- Prefers online shopping for convenience and time savings.
- Influenced by peer reviews and social media influencers in the health and wellness sphere.
- Tends to subscribe to services that streamline her lifestyle.

PREFERRED COMMUNICATION CHANNELS:

- Active on social media, especially Instagram and LinkedIn.
- Engages with email newsletters related to marketing and wellness.
- Often explores health and lifestyle influencer vlogs for tips and product recommendations.

DAY IN THE LIFE SNAPSHOT:

- Mornings are rushed, often skipping breakfast or grabbing a coffee.
- Lunch is usually a quick grab from a nearby cafe, eaten at her desk.
- Evening schedules vary - sometimes working late, other times attending networking events or yoga classes.
- Prefers quick, healthy food options that fit her active and social lifestyle.

BRAND INTERACTIONS & EXPECTATIONS

- Likely to encounter Huel through influencer endorsements or targeted social media ads.
- Expects products to be not only healthy but also trendy and Instagram-worthy.
- Values clear, concise information about product benefits and ingredients.