

COMMUNICATION STRATEGIES FOR DIFFERENT AVATARS

FRAMEWORKS	P-A-S	F-A-B	A-I-D-A	STORYBRAND/ HERO'S JOURNEY
GENDER	WOMEN	MEN	WOMEN	BOTH
INDUSTRY	·SATURATED MARKET ·TECH INDUSTRY	·EDUCATION ·HEALTH/WELL NESS	·TECH INDUSTRY	·YOUNGER AUDIENCES ·LUXURY ·NOSTALGIC BRANDS
AGE	35-44	65+	45-64	16-34
LOCATION	ASIA	AFRICA	SOUTH AMERICA	NORTH AMERICA EUROPE

HOW WILL YOU COMMUNICATE WITH YOUR CUSTOMER?

AGE: _____

INDUSTRY: _____

GENDER: _____

LOCATION: _____

FRAMEWORKS FOUND:

FINAL FRAMEWORK FOUND:
