



# Sandra J. Barnett

Chief Marketing Officer

Age: 46

Boston, MA

Works in a large agency  
In the industry for 18 years  
At her current agency for 10 years

PROSPECT & NON MEMBER  
- EXECUTIVE DECISION MAKER

persona #1 in workbook

## Summary

Sandra is always looking to help her agency excel, so she's exploring 4A's as a potential means to **enhance her agency's success**. She wants to **know more about the 4A's** to figure out whether membership would help, especially **4A's research** & other **knowledge resources**. She also wants **greater networking traction** in the industry to **bolster her agency's stature** and her own reputation. Inside her own agency, Sandra wants to **enhance her personal status** as trend-minded by **sharing unusual insights** she may pick up through 4A's.

## 4A's Business Goals:

- Provide access to "insider" content uniquely created & framed by 4A's
- Showcase industry trends & insights content

Prospect & Non Member - Executive Decision Maker

## 4A's Relationship

- Get full details of 4A's benefits and costs to understand if it's right for her agency
- Follow 4A's Washington news & trends content to stay informed and share knowledge internally

## 4A's Online Site Activity

- Discover what 4A's has to offer (both to agency leadership and individual employees) to assess value of membership
- Visits Membership Information to learn about how to join 4As
- Register on website to explore more content
- Browses bookstore & peruses samples from several items
- Fills out Contact Form Opt-In
- Uses "Get Satisfaction" type inquiry to find out more about how 4A's research department helps agencies
- Visits Contact Us to connect with AMS

## Site Use Frequency: Medium

Low Medium High



## Digital Adaptiveness: Follower

Adverse Follower Early Adopter



## Generation Classification: Gens X&Y

Baby Boomer Gens X&Y Millennial





# Roje Augustin

REGISTERED MEMBER - STUDENT/JOB SEEKER

Freelance Copywriter & University of Washington Graduate Student

persona #2 in workbook

Age: 27

Location: Seattle, WA

Works as a freelance copywriter at large and medium sized agencies  
In the industry for 4 years  
Freelancing at several agencies currently - one she has worked with over the past couple of years, and others are new agencies for her

## Summary

Roje is juggling courses as a grad student in an MA program at her alma mater while also working as a Copywriter in advertising. She recently quit her full-time advertising job to accommodate grad school and has been freelancing as a copywriter using her former connections. She's been using the 4As site as a **resource to stay up on trends**, explore **work opportunities** and **knowledge** that can help her **advance in the industry**.

### 4A's Business Goals:

- Provide access to "insider" content uniquely created & framed by 4A's
- Showcase industry trends & insights content

### Registered Member - Student/Job Seeker Goals:

## 4A's Relationship

- Leverage 4A's content to help find new work opportunities
- Explore additional opportunities & information via MAIP
- Utilize 4As educational insights & resources to enhance opportunities

## 4A's Online Site Activity

- Interacts with dynamic data visualizations regarding salaries by region/role
- Watch events videos (teasers then full-form)
- Watches webinar teaser; then purchases the webinar (or signs-up if future)
- Read UGC content from fellow Individual Members --highlights from committees
- Read & select to follow two 4A's social property feeds
- Get geo-relevant events details (user-select geo-search)
- Explore MAIP content & fill-in contact request form
- Seek & explore all Trending/ Thought Leadership content including 4A's and co-created with Partners such as Wired
- Visits to Membership Information (general)
- Seek jobs tips & insights
- Filter agency search information based on geography, agency size, minority ownership status, and other faceted search criteria

## Site Use Frequency: Medium

Low Medium High



## Digital Adaptiveness: Early Adopter

Adverse Follower Early Adopter



## Generation Classification: Millennial

Baby Boomer Gens X&Y Millennial





# Tomas Keller

Digital Strategy Planner

Age: 33

Minneapolis, MN

Works in a medium sized agency

In the industry for 7 years

At his agency for 2 years

## Summary

With his academic leanings, Tomas is always looking for **insightful trending content** regarding **digital strategy**. He leverages his wide interests in digital to his role at the ad agency **creating digital strategies** for his main clients who are large regional (and a couple mid-size national) companies. He has a great reputation as forward-thinking yet pragmatic, and aims to keep fueling his knowledge and his good name. That's why he's taking fresh look at the 4A's site, to delve into the **original and curated content** framed uniquely for **industry insiders** that may give him a leg up on **trends & insights**.

## Non Registered Member Goals:

### 4A's Relationship

- Leverage 4A's uniquely framed & curated content to enhance knowledge for his job
- Consideration to join local committee on his specialty, Digital Strategy

### 4A's Online Site Activity

- Seeks breaking agency & industry news (4A's and co-created content)
- Reads abstracts of research reports on topics of interest, then follows one research report to purchase full version in 4A's newly branded bookstore
- Browse samples from several publications in 4A's bookstore
- Seeks trends content & thought-leadership especially on topics of interest (specialty-based for digital strategy)
- Pursues 4A's unique content (whitepapers, reports, benchmarking guidelines)
- Watches webinar teasers
- Views recent events highlights
- Purchases & watches full webinars on strategy / planning
- Signs up for upcoming event (CreateTech 2015)
- Reads UGC local committee blog on digital strategy topic
- Fills out form to contact 4A's about how to join local committee

NON REGISTERED MEMBER

persona #3 in workbook

## Site Use Frequency: Medium

Low Medium High



## Digital Adaptiveness: Early Adopter

Adverse Follower Early Adopter



## Generation Classification: Millennial

Baby Boomer Gens X&Y Millennial





# Jane Choo

NON REGISTERED MEMBER - ACTIVE ONLINE

persona #4 in workbook

Creative Director

Age: 36

Oakland, CA

Works in a large agency

In the industry for 15 years

At her current agency for 5 years

## Summary

Jane is a seasoned ad agency CD aiming to **step up her career trajectory**. She has recently discovered the newly designed 4As website and is now using it as a **key source** for keeping up with **breaking news on creative campaigns** and **industry trends**. While she avidly reads & views other sources for this type of content, Jane likes the unique perspective of **4A's original & co-created content**.

### 4A's Business Goals:

- Provide 4A's content for creatives/ marketing (not just managers)
- Incentivize to participate in real-world events & committees

### Non Registered Member Active Online Goals:

## 4A's Relationship

- Has recently discovered 4A's as valuable resource for trends & insights
- Signs up frequently for webinars & events

## 4A's Online Site Activity

- Registers on site after seeing teaser content that propels interest
- Seeks UGC member content > agencies' creative work (links to portfolios)
- Reads 4A's regional creative committee highlights
  - Follows 4A's Twitter
  - Explores 4A's Facebook
- Interacts with dynamic data visualizations
- Reads short-text abstracts of co-created content (from Wired, etc.)
- Views video excerpts & full from past events (based on topic)
- Signs up for 4A's event
- Purchases & views webinar on topic related to Creative specialty
- Browse samples from 4A's bookstore & purchase

## Site Use Frequency: Medium

Low Medium High



## Digital Adaptiveness: Early Adopter

Adverse Follower Early Adopter



## Generation Classification: Gens X&Y

Baby Boomer Gens X&Y Millennial





# Darcy Webber

Human Resources Director

Age: 57

Brooklyn, NY

Works in a large agency  
In the industry for 25 years  
At her current agency for 8 years

REGISTERED MEMBER - DOUBLES AS RELATIONSHIP MANAGER

persona #5 in workbook

## Summary

Darcy's always looking for new ways to attract & retain talent in the dynamic world of NY advertising. She **stays up to date** on what 4A's is doing & **offering agencies & individuals members**, so she can make sure people in her agency are taking those advantages. She **leverages the salary survey** for new hires and promotion metrics; and includes **4A's research services, committee activities & events** in her area of the intranet site, and bimonthly HR emails to all employees. She gets **feedback** from executive planners about the events so that the **recaps can also be distributed and leveraged**.

## 4A's Business Goals:

- Provide valuable KPI's and behavior insights in dashboard for 4A's agency relationship manager
- Deliver high-value unique content such as Salary Survey to give an edge agency decision makers
- Prompt to sign-up agency's C-suite execs for Transformation event

## Registered Member Goals:

### 4A's Relationship

- Maximize value for agency individuals (salary survey, research services, events & webinars, committee engagement)
- Utilize 4A's resources when on-ramping new hires

### 4A's Online Site Activity

- Follows promo for just-released salary survey
- Purchases salary survey to share with CEO & CFO at her agency
- Logs into customized administrator dashboard (for relationship managers to monitor their agency's behavior on 4As site)
- Uses agency search database to monitor competitors' info relevant to HR such as number of employees
- Monitors 4A's Washington news to keep alert of any legal or regulatory issues that may impact HR, for example employee healthcare
- Reads regional committee highlights that feature her agency's personnel, and shares on her agency's internal blog to encourage more participation
- Watches teaser of a webinar on management issues then purchases webinar for later viewing

## Site Use Frequency: Medium

Low Medium High



## Digital Adaptiveness: Early Adopter

Adverse Follower Early Adopter



## Generation Classification: Boomer

Baby Boomer Gens X&Y Millennial





# Winston Jones-Patel

REGISTERED MEMBER - EXECUTIVE

persona #6 in workbook

Executive/Group Account Director

Age: 44

Location: Chicago, IL

Works for a medium-sized independent agency

In the industry for 24 years

At his current agency for 4 years

## Summary

Winston is comfortable with his current work in his agency, but with younger execs coming into the mix, he wants to **stay on top of his game** & bring the most he can to any interaction with his clients. He wants to get into every aspect of what can **make his team & his agency more successful**. Also wants to **show his leadership & expertise** internally to be **noticed by upper management**.

### 4A's Business Goals:

- Demonstrate value of 4A's to member agency
- Deepen relationship with existing agency

### Registered Member - Executive Goals:

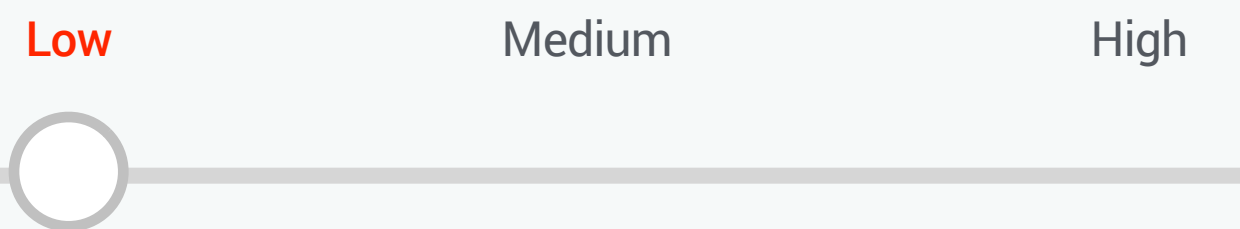
## 4A's Relationship

- Leverage relationship to show his leadership within agency.
- Maximize relationship value for his company
- Access 4A's content, news, and insights related to interests and roles

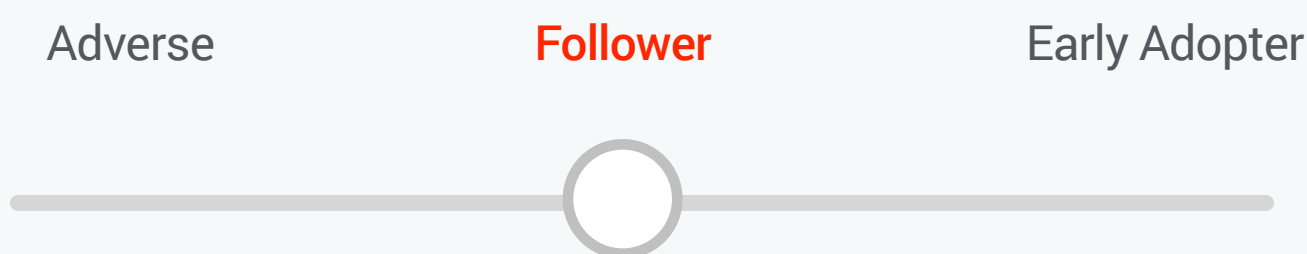
## 4A's Online Site Activity

- Discover and utilize content that's of interest to agency & role in agency
- Research & sign up for events that are of interest to role.

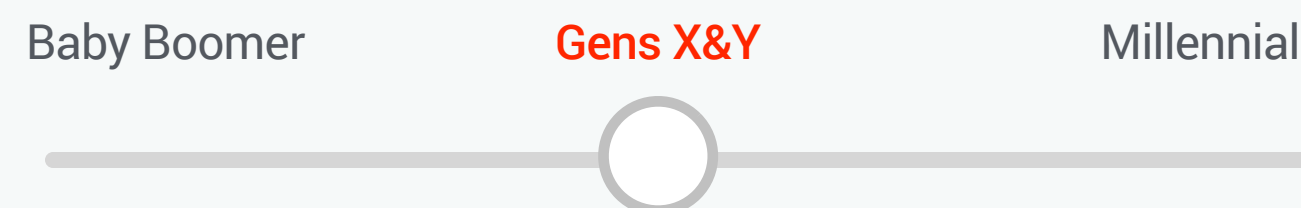
## Site Use Frequency: Low



## Digital Adaptiveness: Follower



## Generation Classification: Gens X&Y





# Diego Perez

ACTIVE COMMITTEE MEMBER

persona #7 in workbook

Account Manager

Age: 30

Houston, TX

Works in a medium sized agency  
In the industry for 6 years  
At his current agency for 1 year

## Summary

Diego is a go-getter Account Manager determined to keep up on the leading edge of ad agency life – with aspirations to move up in the ranks ASAP. His main clients are large brands targeting a Hispanic market, so he’s looking for **insights from 4A’s** to help him **gain an edge for his agency and his clients**. Diego is also an active member in a local 4A’s committee on Client Management and volunteers to post their monthly **summary of activities** on the 4A’s website.

## 4A’s Business Goals:

- Keep content fresh daily to continually engage (& foster) active users
- Leverage relationships with active Individual Members in the 4A’s real world (events, committees) to enhance the digital experience of all members via UGC content – organic advocacy

## Active Committee Member Goals:

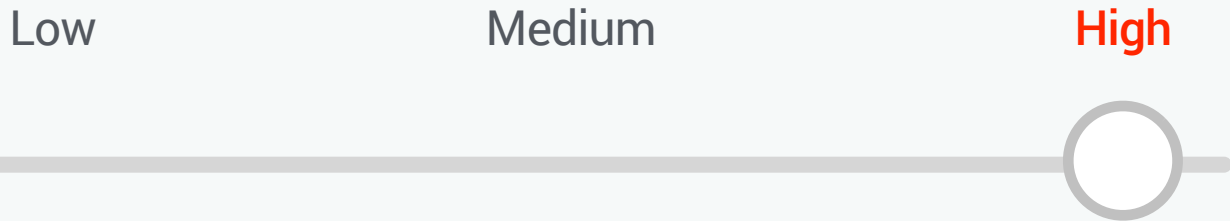
### 4A’s Relationship

- Active with 4A’s both offline for local committee, some national events attendance; and online for knowledge-seeking & as a UGC contributor for his committee
- Believes 4A’s can enhance his competitive edge in his industry & his role

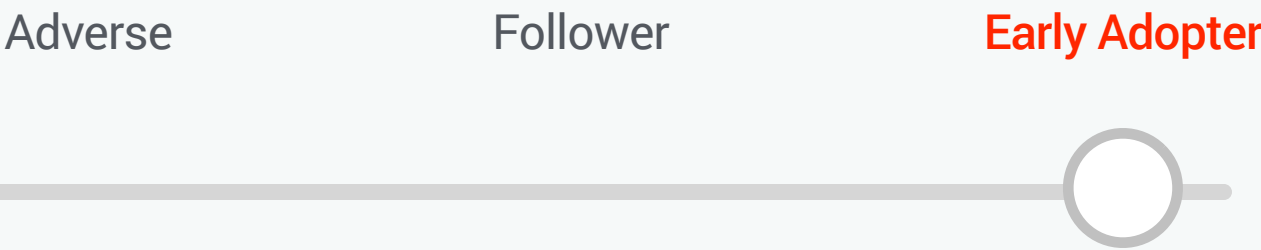
### 4A’s Online Site Activity

- Every work day, seeks new content on 4A’s site
- Uses agency search tool to track client accounts and local competition
- Checks out 4A’s Year in Review content
- Pursues 4A’s unique content (whitepapers, research reports) relevant to his clients’ vertical industries
- Contributes to local committee monthly highlight for 4As website area
- Follows two different 4A’s Twitter feeds
- Signs up for upcoming 4A’s event
- Reviews Member Perks section to see what new discounts on related industry events and resources he can get

## Site Use Frequency: High



## Digital Adaptiveness: Early Adopter



## Generation Classification: Millennial

