



[picture]

name.....
profession.....
education.....
age.....
life motto

[moodboard]

short description.....
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where they spend their time.....
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where they spend their money.....
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favourite brands and companies.....
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favourite media and influencers.....
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.....
.....

How would the customer describe themselves.....
.....
.....

E1.

E2.
E5.
I2.
I6.

E4.
I3.
I5.
I6.

E3. I1.
E4. I2.
E5. I4.
E6. I5.