

## AUDIENCE PERSONA

Sylvie Feldman

### Demographics:

- Age: 40 years old
- Gender: Female
- Salary/household income: 130k
- Location: New York City
- Education: Wharton School of Business
- Family: Married with two children

### Goals/Challenges:

- **What are their goals, aspirations**

To inspire and empower all individuals around the globe ensuring that everyone is included and equally accounted for.

- **What problems/challenges to they face**

The complexities with dealing with DE&I topics and understanding that it can't change immediately overnight but being eager and ready to overcome these issues and struggles day by day.

### Media/Distribution:

- **What kind of media to they use, consume**
  - L'Oréal utilizes social media keeping up with beauty experts, influencers and brand accounts in the industry as well as relevant hashtags.
  - L'Oréal looks at beauty websites and publications including Vogue, Allure, Cosmopolitan etc. and other trade publications.
  - Media from all-around the globe to stay up to date on the regulations and trends in all markets.
- **How else can they be reached**
  - Phone number, email, Facebook, Twitter, Instagram, YouTube and LinkedIn.
- **What words/phrases resonate with this audience**
  - Beauty, Empowerment, Makeup, Artistry, Inclusive and Transparency.
- **What kinds of images resonate with them; would they click on a video**
  - Creative makeup, cosmetic products, glamorous and luxurious visuals.
- **Writing style they prefer, short or verbose**
  - Depends on the content, short for press releases and verbose for social media platforms.

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