



The Global Social Media Personas



**For Global Corporate
Social Media Channels**

November 2017





Persona Sets

How to Gain Insights about Target Audiences

THE TARGET GROUP

Heiko: The Blue Collar Employee



Age 52
Job Title Production Worker
Residence Leverkusen
Marital Status Married, 1 Child
Income Middle

Needs

- Recognition: Wants to be appreciated by his employer.
- Loyalty and affiliation: Wants to identify himself with his workplace and tasks. Desires the feeling to be a part of the Bayer company – and has a huge interest in local corporate and employee Bayer news.
- Absentminded: Likes to be entertained during his leisure time.

Topics and Interests

- Soccer and Sportschau are his highlights during the weekend.
- He enjoys watching comedy shows, movies and sitcoms.
- Heiko is a craftsman, at home he builds everything by himself.



Source: Facebook Audience Insights

THE TARGET GROUP

Dr. Kunlin Wei: The Key Opinion Leader



Age 36
Job Title Professor
Residence Peking
Marital Status In a relationship
Income High

Needs

- Public self-portrayal: Dr. Wei wants to show that he is not just a super brain – he is also a person of interest. He wants to self-display his life and his status in society.
- Create a hype for own brand and differentiate from others: He likes to be the only science professor who is not just intelligent, but sexy and famous.
- Dialogue with companies: He seeks the exchange with spokes-persons of companies to improve the awareness for his person and to enter into cooperation.

Topics and Interests

- Interested in science and psychology topics.
- Besides that he is intrigued in fashion and media topics and occasions to attend TV shows.



Source: Dr. Wei

The persona: is depicted as a specific person but is not a real individual. It is synthesized from various observations and allows to get a deep understanding of audiences' needs, interests and mindset or attitude towards a company.

The method: General **demographic information** and **consumer behavior** are researched via **quantitative social listening tools*** and studies of consumer research associations*. Possible mindsets and attitudes are investigated via qualitative social scans.

Working with Personas: Allows to sharpen content formats and messages, choose relevant audience touch points and trigger preferable perceptions.



Personas of Our Global Social Media Channels

Prioritization for Content Strategy

Employees & Talents

Maresh: The White Collar Employee

Heiko: The Blue Collar Employee

David: The Young Talent

Focus to be put on internal engagement / awareness + HR positioning

The Public



Magret: Main Street

Nicole: The Millennial

The Coopers – Educated Middleclass



Customers / End-users,

Peter: The Agriculturalist

Bill: The Farmer

Silvia: The Patient

et cetera...

Focus via Divisional Channels

Journalists



Pascal: The Public Press

Victoria: The Trade Press

NGOs

Cathy: The NGO

Patricia: The NGO

Mainly monitoring / community management

Influencer




Dr. Kunlin Wei: The Key Opinion Leader

LeFloid: The Über-Influencer

Lara: The Micro-Influencer



Primary target group



»I'm working at Bayer for 20 years now and I really enjoy it. I want to be appreciated by my employer. Therefore I want to identify myself with my workplace. «

Heiko | Blue Collar Employee

THE TARGET GROUP

Heiko: The Blue Collar Employee



Age 52

Job Title Production Worker

Residence Leverkusen

Marital Status Married, 1 Child

Income Middle

Needs

- Recognition: Wants to be appreciated by his employer.
- Loyalty and affiliation: Wants to identify himself with his workplace and tasks. Desires the feeling to be a part of the Bayer company – and has a huge interest in local corporate and employee Bayer news.
- Absentminded: Likes to be entertained during his leisure time.

Topics and Interests

- Soccer and Sportschau are his highlights during the weekend.
- He enjoys watching comedy shows, movies and sitcoms.
- Heiko is a craftsman, at home he builds everything by himself.

Attitude towards Bayer

Negative  Positive

Interest in Bayer

Low  High


Potential Advocate

No  Yes

Media Usage



Source: Facebook Audience Insights, Best4Planning



»I'm really loyal towards my employer. Bayer enables me and my family to have a good life. I won't ever say something negative about Bayer. On Social Media, I share my relationship with my workplace and the innovations we achieve during work time.«

Mahesh | White Collar Employee

THE TARGET GROUP

Mahesh: The White Collar Employee



Age 36

Job Title Scientist at Bayer

Residence Mumbai, India

Marital Status Married, 3 Children

Income High

Needs

- Self-promotion: He has worked hard to become a successful scientist and wants to show his status and recommendations on Social Media.
- Staying up-to-date: Appreciates latest news and exclusive information that supports him keeping ahead with his business peer group.
- He is a really active Facebook user and requires social content to be on point and truly relevant.

Topics and Interests

- His family is most important for him, they spend a lot of time together. He loves to share these moments on social networks.
- He is interested in celebrities. He interacts and engages with celebrity content.

Attitude towards Bayer

Negative Positive

Interest in Bayer

Low High

Potential Advocate

No Yes

Media Usage



Source: Facebook Audience Insights, WeAreSocial.com, Exchange4media.com, insanelyanalytics.com, Statista.com



»I love science, it's my profession and I'm passionate about it. Bayer is a company where I can live my passion and practice the research I've always dreamed of.«

David | Young Talent

THE TARGET GROUP

David: The Young Talent



Age 27

Job Title Young Professional
Scientist

Residence München

Marital Status Single

Income Average

Needs

- Information and contacts: Dave would love to work at a leading life science company and is looking for an entree into the economy. He wants to know all about career opportunities.
- Work time = life time: For him it's important that a job fulfils him and meets his personal requirements.
- Be outstanding: Wants to differentiate and therefore seeks exclusive content offers and opportunities.

Topics and Interests

- He is interested in science and research in general, 'scientist' is more than just a job title for him – it's his passion.
- Latest gadgets and emerging technologies (e.g. VR/AR, bots) are also relevant for him.

Attitude towards Bayer

Negative  Positive

Interest in Bayer

Low  High

Potential Advocate

No  Yes

Media Usage



WIRED

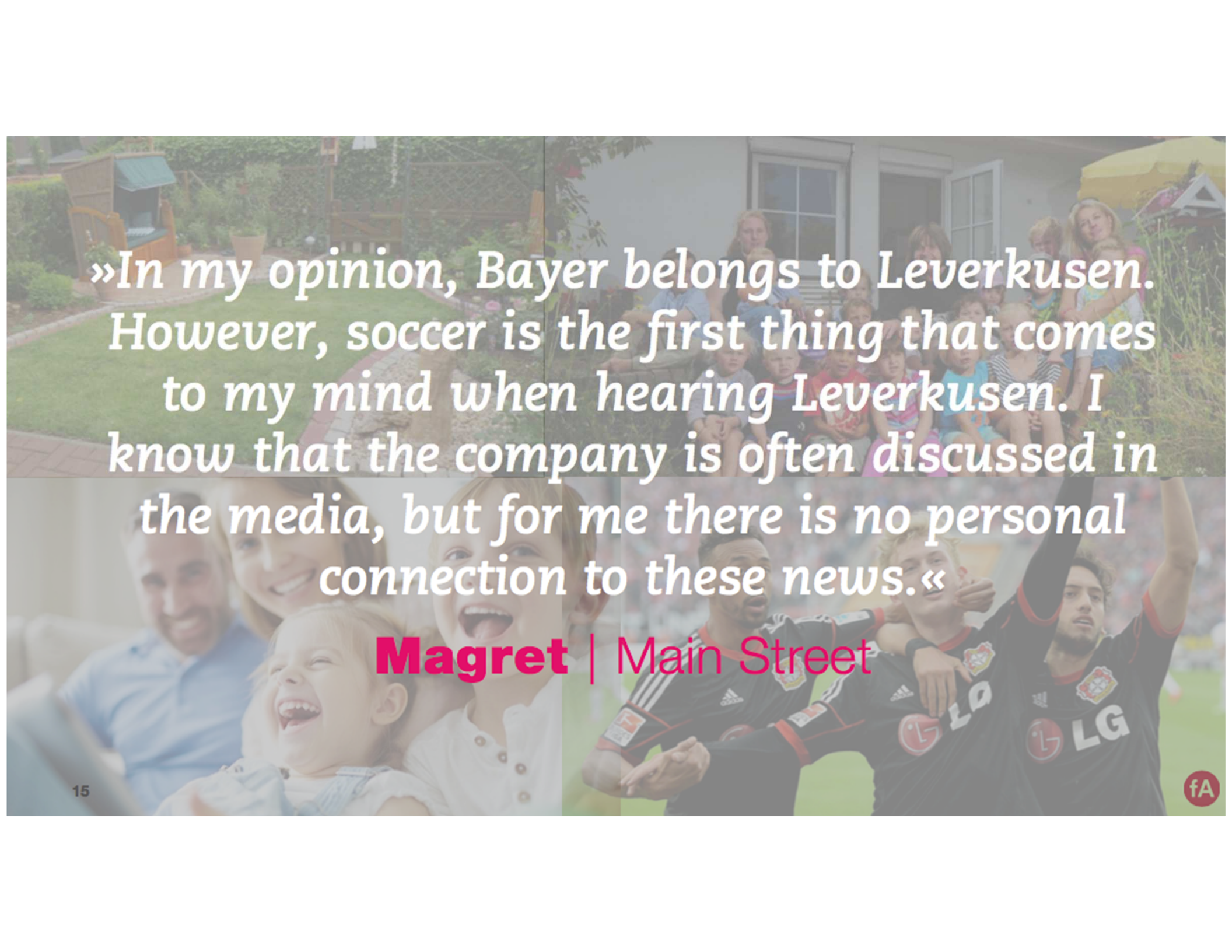


I FUCKING LOVE
SCIENCE!

TECHNOLOGIST
HOW IT WORKS

MIT
Technology
Review

9GAG



»In my opinion, Bayer belongs to Leverkusen. However, soccer is the first thing that comes to my mind when hearing Leverkusen. I know that the company is often discussed in the media, but for me there is no personal connection to these news.«

Magret | Main Street

THE TARGET GROUP

Magret: Main Street



Age 39

Job Title Kindergardener

Residence NRW

Marital Status Married, 2 Children

Income Low-average

Needs

- Infotainment: Margret's desire when using media is entertainment and scattering – she mostly watches inspirational DIY videos for her garden, furniture and to get design ideas. She also consumes media to get general news and information.
- Feeling safe: She needs to know what happens next to her – safety is an important requirement for her.

Topics and Interests

- The most important thing in life is her family, she spends most of her free-time with them.
- Gardening is her favorite hobby.
- Due to her husband, she has become a fan of soccer and FC Bayer Leverkusen – this is her only touch point with Bayer.

Attitude towards Bayer

Negative  Positive

Interest in Bayer

Low  High

Potential Advocate

No  Yes

Media Usage



Laura

WESTDEUTSCHE
ALLGEMEINE
die Zeitung **WAZ** des Ruhrgebiets

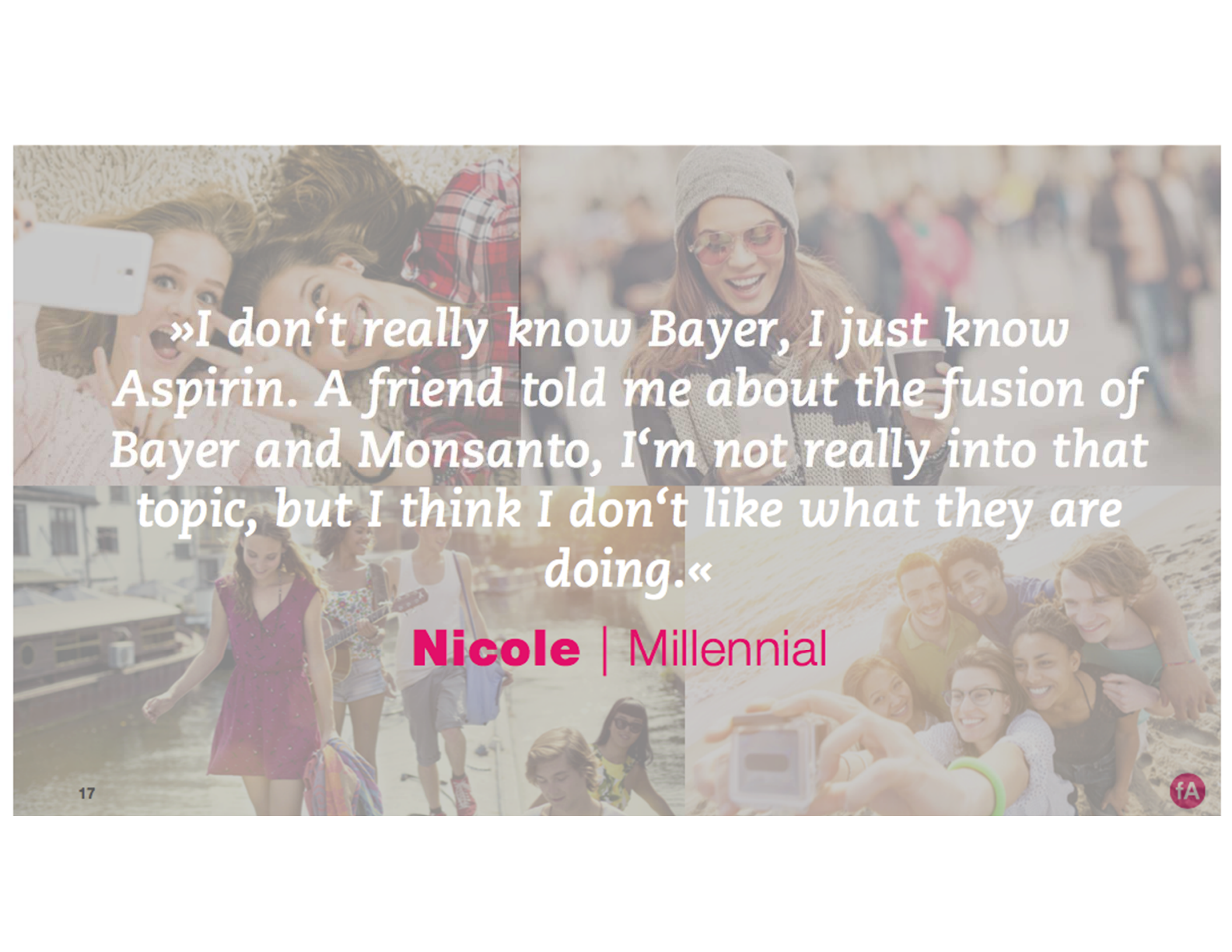
Disney

PROMI
FLASH

LANDGLÜCK -
Familie und mehr.

MAMI BLOG

FRAUEN
ZIMMER



»I don't really know Bayer, I just know Aspirin. A friend told me about the fusion of Bayer and Monsanto, I'm not really into that topic, but I think I don't like what they are doing.«

Nicole | Millennial

THE TARGET GROUP

Nicole: The Millennial



Age 23

Job Title Student, side job

Residence Chicago

Marital Status single

Income low

Needs

- Staying up-to-date: Nicole is "always on" with her mobile phone, when she's on the move she prefers short and snackable content-pieces.
- She needs space for creation and co-creation: She's a content creator herself through active use of Instagram and Snapchat.

Topics and Interests

- She's interested in fashion and lifestyle topics.
- Sports and fitness are hobbies – also she follows sports bloggers like Anna Victoria.
- She loves travelling and craves adventures – when she is on a trip, she is off the grid (Digital Detox).
- She loves brands that enhance her life and supports them.

Attitude towards Bayer

Negative Positive

Interest in Bayer

Low High

Potential Advocate

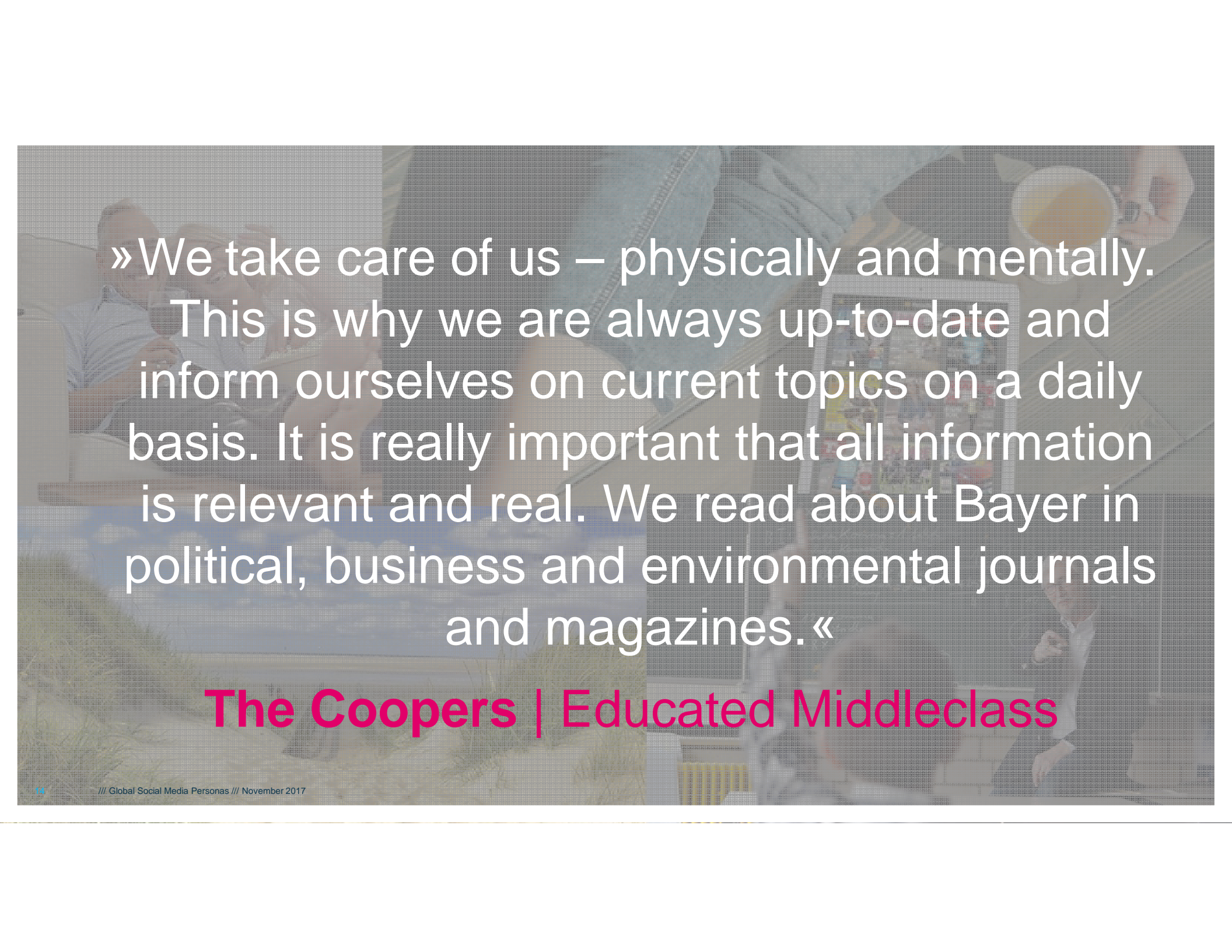
No Yes

Media Usage



NETFLIX

anna
VICTORIA

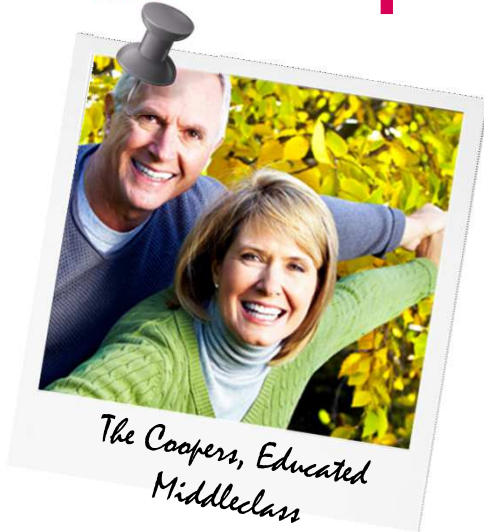


» We take care of us – physically and mentally. This is why we are always up-to-date and inform ourselves on current topics on a daily basis. It is really important that all information is relevant and real. We read about Bayer in political, business and environmental journals and magazines.«

The Coopers | Educated Middleclass

THE TARGET GROUP

The Coopers – Educated Middleclass

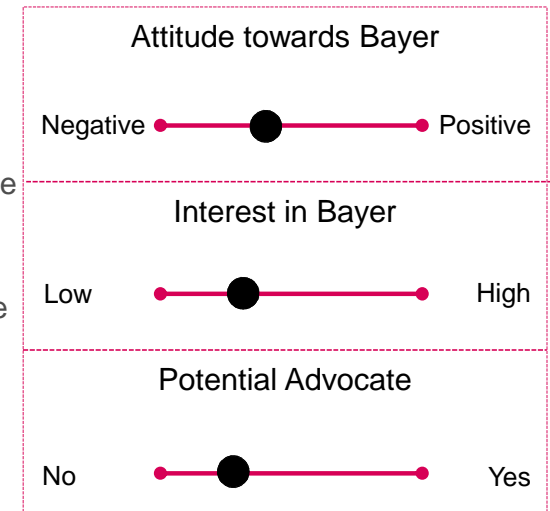


Needs

- Safety and internet security: The Coopers inform themselves through the internet and classic media. They are careful with their personal data.
- Background stories and reliable sources: They want to know what's going on in the world. They are picky with the selection of sources that must be trustworthy and intellectual.
- Recommendations: When they read online news they are willing to give and read reviews and recommendations.


Topics and Interests

- Personal health, healthy environment
- Politics, news, economics and jobs
- Education, culture and literature
- Travelling



Age 56 & 48
 Job Title Teachers
 Marital Status Married, 2 Children
 Income Average - high



The background is a collage of three images. The top left shows a male doctor in a white coat and stethoscope looking at a patient. The top right shows a female doctor in a white coat looking at a patient. The bottom left shows a smiling couple. The bottom right shows a close-up of a hand holding a blood pressure cuff.

»I first got in touch with Bayer when I got the diagnosis of a heart disease. I'm glad that the company develops the therapies that help me. This is why I'm keeping up with the company's latest studies and every kind of information helping me to understand my disease.«

Silvia | Patient

THE TARGET GROUP

Silvia: The Patient

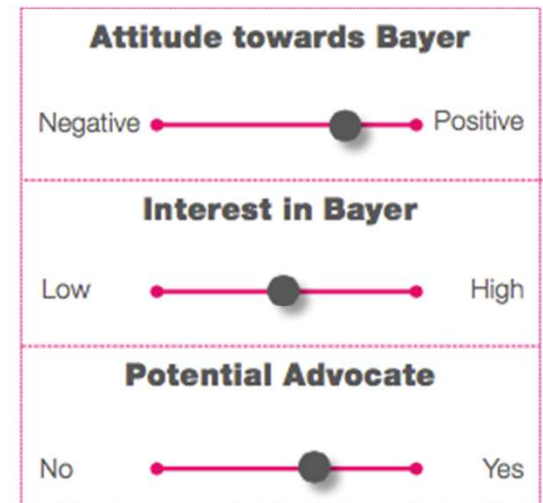


Needs

- Being enlightened: Wants to be informed about her disease with reliable information and support.
- Objectivity: She uses search engines most of the time and prefers independent media before company news.
- Responsiveness: She goes online mostly with her mobile phone and skips websites immediately when she doesn't find quickly what she is looking for.

Topics and Interests

- She is interested in health issues, especially in heart diseases and recommended lifestyles, as well as in topics such as nutrition, sports and well-being.
- She tries to stay on track with everything related to her work: studies, news and methods.



Age 34

Job Title Product Manager

Residence Birmingham

Marital Status In a relationship

Income Average



Source: Ofcom: Adults' media use and attitudes, 2016



»I always try to use new technologies and innovations to increase my turnover. Bayer is an innovative company which helps me through the digital transformation in farming. I'm interested in the new drone technology – I've already seen a hundred videos on YouTube by now.«

Peter | Agriculturalist

THE TARGET GROUP

Peter: The Agriculturalist

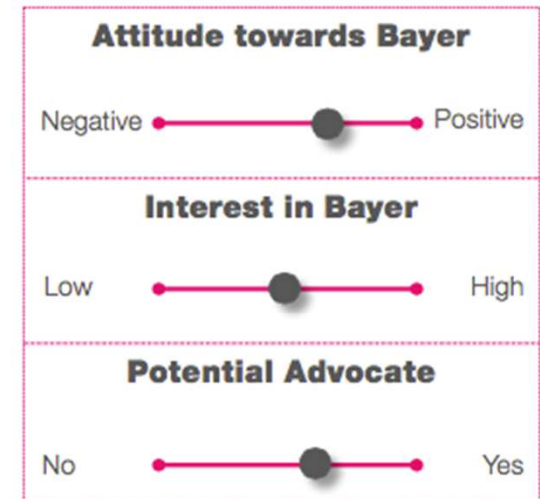


Needs

- Knowledge and insights: Peter needs knowledge about new technologies in agriculture to be up to date with farming trends and to improve operating cycles.
- Understanding of the changes he undergoes as farmer: Today it's more about aiming for knowledge, improving competitiveness and sustainability.
- Dialogue: Personal exchange with other agriculturalists has a higher priority than online research.

Topics and Interests

- Technologies and agriculture: clean energy etc.
- Nature and animals: How to treat farm animals
- Economic management



Age 45

Job Title Agriculturalist

Residence Lower Saxony

Marital Status Married

Income Average - high

Media Usage



agrarheute Die Goldene Olga




WESER KURIER
TAGESZEITUNG FÜR BREMEN UND NIEDERSACHSEN

OLDTIMER
MARKT

AGRAR
TECHNIK

Source: Best4Planning, worldbank.org, europa.eu



»Time is money – and I want to make money with my farm. I have 20 employees and 500 cows and I want to make the best out of my resources. This is why I trust in Bayer's digital farming technologies and solutions.«

Bill | Farmer

THE TARGET GROUP

Bill: The Farmer



Age 56

Job Title Farmer

Residence Texas

Marital Status Married, 4 children

Income High

Needs

- Knowledge and advocacy: Donald informs himself about new technologies and agricultural trends. He wants to advocate agriculture online.
- Understanding of the changes he undergoes as farmer: Today it's more about aiming for knowledge, improving competitiveness and sustainability.
- Self-exposing: He likes to share personal & success stories of his farm online. He came to some success in his local neighborhood which he likes to show.

Topics and Interests

- He wants to know everything about new technologies and solutions for farmers, tutorial videos are a source to stay in touch with branch news.
- Craves for information to increase the output of his farm: Agri-Business

Attitude towards Bayer

Negative  Positive

Interest in Bayer

Low  High

Potential Advocate

No  Yes

Media Usage



DALLAS NEWS
Presented by The Dallas Morning News

BEEF

Classic Tractor

Successful Farming
a MCGRAW-HILL COMPANY



COLLECTOR EDITION
The Daily News.

FARM JOURNAL

Farm Industry News

modern farmer

Penton Ag

AMERICAN Agriculturist

»Well-founded information is my daily business. My articles have an academic requirement. I'm trying to catch all the important trade news and to always be one step ahead with new trends, technologies and findings.«

Victoria | Trade Press



THE TARGET GROUP

Victoria: The Trade Press



Age 41

Job Title Journalist at Spektrum

Residence Frankfurt

Marital Status Married

Income Average

Needs

- Trade-specific needs: Well-founded information and news are really important, she likes to be a reliable journalist who is seen as future-oriented, smart and top of the league.
- She needs contacts and interviews as input and background for her articles.
- She likes to be one step ahead with trends and industry development to underline her positioning.

Topics and Interests

- Science and technology, healthcare
- Digital development, industry news and development, future technologies
- Research and findings

Attitude towards Bayer

Negative Positive

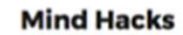
Interest in Bayer

Low High

Potential Advocate

No Yes


Media Usage



Neuroscience and psychology news and views.



Source: Geek Wrapped.com



»I'm always chasing the hottest stories, trying to uncover scandals. As a journalist, it's my task to inform the public about relevant information and to support a public discourse about certain topics. My goal is to create awareness for my articles.«

Pascal | Public Press

THE TARGET GROUP

Pascal: The Public Press



Age 36

Job Title Journalist at Axel Springer

Residence Berlin, Hamburg

Marital Status In a relationship

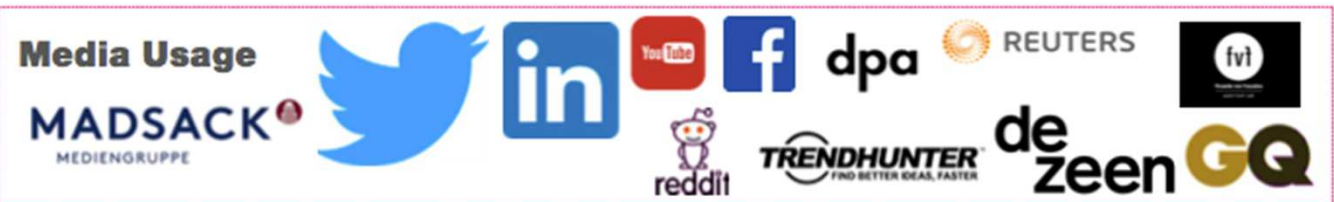
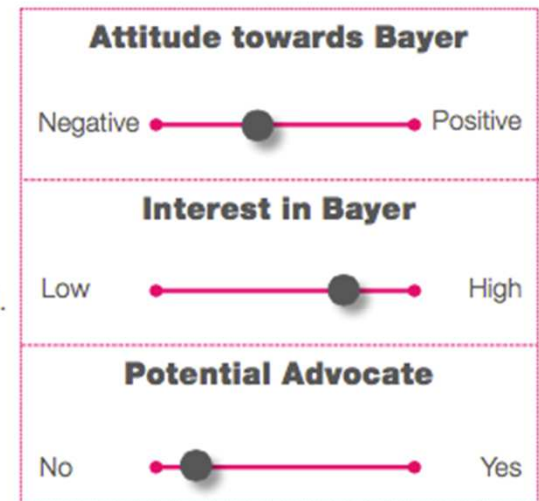
Income Average-high

Needs

- Pascal claims himself as advocate for the main street: He is always in search of news-worthy events and exclusive story hooks. For his readers he wants to provide the „hottest news“.
- His profound conviction: working independently and objectively on commission by society.
- His personal demand: being the first writing about a story and position himself as one of the best in the field. He wants to gather attention for his work.

Topics and Interests

- Has a network of reliable sources, is also open to company contacts to get first hand information.
- Pascal is interested in any kind of news dealing with society, trends and changes that affect people's lives, politics or economics.



Source: Best4Planning



»I'm trying to improve our world lives. I want fair chances for everyone, especially in the third world. A company like Bayer destroys the vision we and many other NGOs have. We would like to stop these companies.«

Cathy | NGO

THE TARGET GROUP

Cathy: The NGO



Age 32

Job Title Social Media Manager at NGO

Residence Hamburg

Marital Status Single

Income Average

Needs

- Represents the good cause: Cathy wants to raise awareness to social causes and charity because she wants to demonstrate her values.
- Builds her own network: She aims to communicate with donors and supporters to get to know other activists and start a regular exchange.
- Make a difference: Get the movement going by recruiting volunteers & event attendees and collecting donations.

Topics and Interests

- In general: social responsibility & improving people's lives and the environment, sustainability and activism.
- Identify the bad players and make their "crimes" visible; stay up-to-date with latest social media mechanisms to push online campaigns properly.

Attitude towards Bayer

Negative Positive

Interest in Bayer

Low High

Potential Advocate

No Yes

Media Usage

TED
foodwatch



JustGiving blog



TAGESSPIEGEL

DIE ZEIT




GREENPEACE

NGO WATCH

TOPNONPROFITS

arte

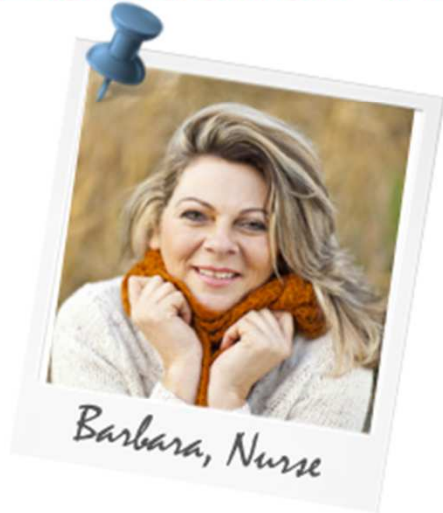


»I want to help people. On the one hand it's my job, but on the other hand I'm personal involved into hypercholesterolemia. My husband lives with that illness and joining FHchol helps us handling the disease. It would be nice, if a Company like Bayer would support us.«

Barbara | The Patient Organization

THE TARGET GROUP

Barbara: The Patient Organization

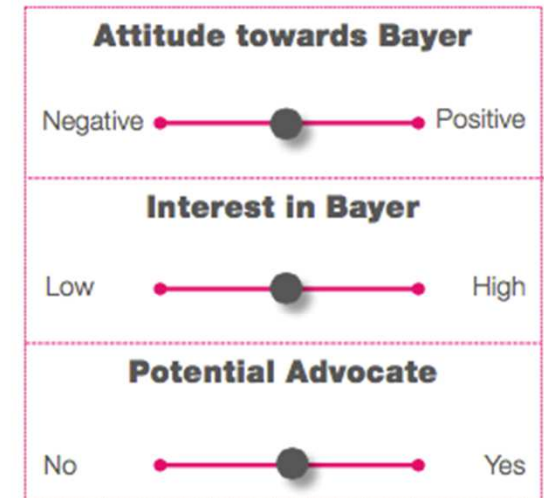


Needs

- Harmony: Barbara wishes for harmony in her family. She desires to increase her husband's welfare and the overall well-being of her family.
- Represents the good cause: She is a passionate nurse and loves to help others.

Topics and Interests

- How to arrange hypercholesterolemia with the family life
- The family is the extraordinary good of her life, she spends lots of time with her family
- Health, healthy living, supporting other people are topics that she is interested in – that refers to her job and to the disease of her husband.
- Opportunities to support FHchol



Age 48

Job Title Nurse


Residence Austria

Marital Status Married

Income Low-Average



Source: FHchol



»I'm a person who is interested in people, stories and well-being. Companies like Bayer are in the conflict between, on the one hand, improving people's lives and ,destroying' lives on the other hand. At the end of the day it's all about the money.«

LeFloid | Über-Influencer

THE TARGET GROUP

LeFloid: The Über-Influencer



Age 29

Job Title YouTuber, Student

Residence Berlin

Marital Status Single

Income -

Needs

- Engage the community: Looking for news that matter for his community.
- Be one step ahead: He needs different views and influences for a deep dive into topics. Content must be suitable for YouTube.
- Create a hype for own brand and differentiate from others: He is enthusiastic into any kind of story that allows him to position himself as an outstanding influencer.

Topics and Interests

- He cares about what his community cares about: topics of social relevance, improvements for human beings and everything matters to the Gen Z (skating, lifestyle, gaming).

Attitude towards Bayer

Negative Positive

Interest in Bayer

Low High


Potential Advocate

No Yes

Media Usage



Source: LeFloid



»I used to be a normal girl. My diagnosis was a live-changer, I feel like I have to help others with my experience with MS.«

Lara | Micro-Influencer

THE TARGET GROUP

Lara: The Micro-Influencer

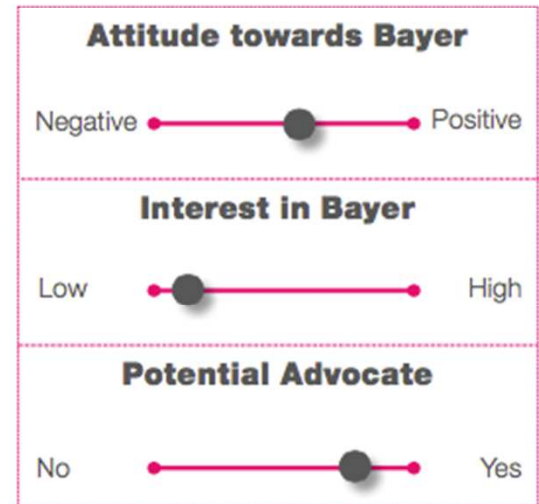


Needs

- Telling her own personal story: Since Lara has MS she needs to self-display herself through videos and articles to get along with her disease.
- Helping others: Showing own interests, stories and way of living to help other patients with MS.
- Showing her confidence: she is a strong person, even though she has MS. The internet is her stage to tell stories, her blog is her opportunity to become famous.

Topics and Interests

- Travelling, discover cultures, food and landscapes
- MS, people with MS, life with MS
- Lifestyle, fashion, people

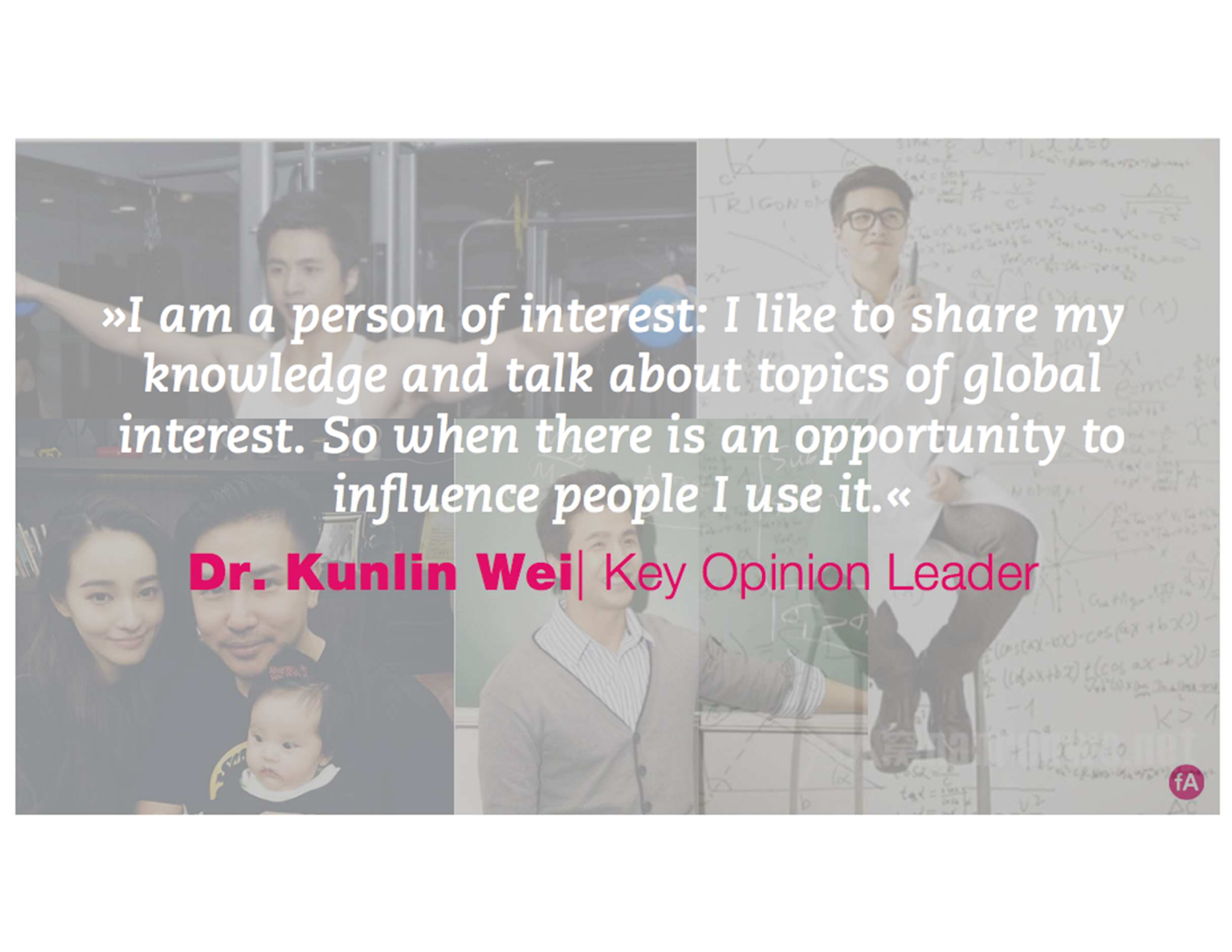


Age 25
Job Title Blogger
Residence Berlin, Thailand
Marital Status Single
Income low

Media Usage

Logos include: YouTube, Facebook, Twitter, Instagram, Snapchat, WhatsApp, amsel (Das Multiple Sklerose Portal), fafine carodaur, EDITION F, CASEY WEISAT, BRAVEBIRD, and stylefruits.

Source: foodtravelhappinessblog.de



»I am a person of interest: I like to share my knowledge and talk about topics of global interest. So when there is an opportunity to influence people I use it.«

Dr. Kunlin Wei | Key Opinion Leader

THE TARGET GROUP

Dr. Kunlin Wei: The Key Opinion Leader



Age 36

Job Title Professor

Residence Peking

Marital Status In a relationship

Income High

Needs

- Public self-portrayal: Dr. Wei wants to show that he is not just a super brain – he is also a person of interest. He wants to self-display his life and his status in society.
- Create a hype for own brand and differentiate from others: He likes to be the only science professor who is not just intelligent, but sexy and famous.
- Dialogue with companies: He seeks the exchange with spokes-persons of companies to improve the awareness for his person and to enter into cooperation.

Topics and Interests

- Interested in science and psychology topics.
- Besides that he is intrigued in fashion and media topics and occasions to attend TV shows.

Attitude towards Bayer

Negative Positive

Interest in Bayer

Low High

Potential Advocate

No Yes

Media Usage



Source: Dr. Wei



Social Touchpoints at a Glance

Target Groups and Preferred Social Media Channels

Employees & Talents	The Public	Clients	Journalists	NGOs	KOLs
Twitter	Twitter	Twitter	Twitter	Twitter	Twitter
Facebook	Facebook	Facebook		Facebook	Facebook
LinkedIn		LinkedIn	LinkedIn		LinkedIn
Instagram	Instagram	Instagram			Instagram
YouTube	YouTube	YouTube		YouTube	YouTube
Whatsapp	Whatsapp	Whatsapp	Whatsapp	Whatsapp	Whatsapp
	Pinterest	Pinterest			