

## TARGET AUDIENCE PROFILE: KODAK LS443 DIGITAL CAMERA

### *“THE POINT AND SHOOT ELECTRONICS EXPERT”*



Traditionally, responsibility for the purchase of electronic items and gadgets has fallen squarely on the shoulders of the primary male of a typical family. Digital cameras are not any different. Although their female counterparts have an undeniable influence in the purchase process, promotional efforts in the digital photography field are directed at men, and more specifically, their psychological need and affinity with electronics.

The Point and Shoot Electronics Expert is a married or coupled male, age 27 to 45 that loves electronic gadgets with blinking lights. When shopping for a digital camera, he likes to believe he is technically savvy, and makes every effort to impress his partner with his self-proclaimed knowledge, yet in reality, only has limited understanding about cameras and photography.

He is a dedicated family man with the majority of his activities centered around his family. Thus, he requires a durable, user-friendly, better than average quality camera, for an affordable price. Since this camera is a purchase for the entire family, The Point and Shoot Electronics Expert demands an easy-to-use, out-of-the-box camera with a limited learning curve so the family can immediately enjoy the features upon purchase.

The Point and Shoot Electronics Expert likes to think he is receiving great value for his money and needs a camera that can take the abuse of frequent family outings, vacations, and expeditions. He and his family should be considered typical and middle of the road. As aforementioned, the Point and Shoot Electronics Expert is not really an expert, but does possess some knowledge of electronics and computers, so his electronic equipment cannot be cheap or below the current technology. He is not an early adopter, but will quickly jump on the proverbial bandwagon after a particular technology has been established and proven.

#### Hot Buttons

- A. **USER-FRIENDLY:** The Point and Shoot Electronics Expert is a busy, on-the-go working father that has limited learning time and requires an out-of-the-box camera that is ready to go
- B. **AFFORDABILITY:** More bang for the buck with good warranties
- C. **DURABILITY:** A must in a family situation
- D. **PICTURE QUALITY:** Meets or exceeds competitive brands and industry / technological standards

#### Vital Statistics At A Glance

<b>Age:</b> 27-45	<b>Purchase Occasion:</b> Special
<b>Income:</b> \$20k-\$35k up to \$70k combined with partner	<b>Sensitivity:</b> Easy to use, price, durability/quality
<b>Family Life Cycle:</b> Coupled/Youngest child under 6	<b>User Status:</b> Potential
<b>Personality:</b> Stable, active, family oriented	<b>Primary Purchaser:</b> Male
<b>Family Size:</b> 3 - 5	<b>Primary Influencer / Secondary TA:</b> Spouse
<b>Region:</b> North America - Urban / Suburban	<b>Key Media:</b> T.V, Internet, Magazines
<b>Estimated Budget:</b> \$500 maximum	<b>Benefits Sought:</b> User friendly, quality pictures, stylish, durability, fair price
<b>SOW:</b> approximately 10% of combined monthly income	
<b>User Status:</b> Semi-sole users (Consumer level photographers to amateur enthusiasts)	