FoodCycler Voice Book

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The FoodCycler is...

The FoodCycler is a device that breaks down food waste, turning it into nutrients that support soil health. However, it's also an accessible solution to a problem that is on everyone's mind and for people to take advantage of its ground-breaking technology, they have to embrace it. This voice book will not just flesh out the FoodCycler's presence for online and offline messaging but extend a hand to the target audience, showing them that this is a valuable and necessary product.



THE PERSONA:
BACKGROUND &
CHARACTERISTICS









A Person

THE FOODCYCLER IS FUNNY, ECCENTRIC AND GENTLE.

It's like a cheerleader, English teacher and U.S. First Lady wrapped into one. The FoodCycler is a quick-thinker - it would be a great teammate for a game of trivia.

The FoodCycler appears measured and straightforward but has a sharp wit. It's the one friend that always knows the right thing to say.

Its hobbies are reading, cleaning, organizing pinterest boards for its current obsession, trying trendy food and drink recipes from TikTok and making playlists - for the FoodCycler, everything can be accomplished with the right playlist.



THE FOODCYCLER IS A BEE

Bees are resourceful. They manage and sustain numerous ecosystems and they make it look so easy. They are incredibly organized, use complex hierarchical systems and have their own distinct language.

They are fierce, their stings can be irritating at best and fatal at worst.

Just like the FoodCycler, they pack a strong punch and maintain their composure at the same time.

A Color

THE FOODCYCLER IS YELLOW (SPECIFICALLY #FEDC9C)

Yellow is a hopeful color, it also has undertones of strength, resilience and rejuvenance. It's the color of the sun, the most powerful and vibrant star in the universe. It represents sunrises and sunsets and in its most vibrant shades it's nothing to sneeze at.

This specific shade is the right balance between warm and soft. Like the FoodCycler it is not overbearing and neither is it frigid. It's approachable, reliable and a joy to bask in.

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A Movie

THE FOODCYCLER IS OKJA (BONG JOON-HO, 2017)

In the movie, Mija, a young girl has to save the genetically-engineered animal, Okja, who has lived with her and her family after he is abducted by a conglomerate corporation looking to exploit him.

Like Mija, the FoodCycler cares about environmental issues and despite its small size is committed to making an impact.



The FoodCycler Playlist





The FoodCycler Persona

THE FOODCYCLER IS

Quick-witted Endearingly prude Polite

THE FOODCYCLER IS NOT

Mischievous A Know-It-All Trendy

Target Audience

The Cohesive Collectors, high-earning millennials living in urban environments with a penchant for sustainability, productivity and wellness positivity.

The goal is for the target to feel inspired by the FoodCycler and to believe in the power of small everyday acts. The target should also feel a sense of responsibility and a regular reminder of the interconnectedness of the world and their actions within it.







Target Audience

The FoodCycler is a guide to the audience but more like a yogi than a mythical being in an adventure movie.

The FoodCycler's online presence appears like a sentient being in a post-apocalyptic society or an artificial-intelligence-powered assistant in 2022.

On social media, the FoodCycler is a friend, an old and loyal follower that remains in the background but is never gone.



Perceptions of Vitamix and FoodCycler on Social Media

We want our audience to say that FoodCycler "changed their life" and Vitamix "really cares about what they're doing."

FoodCycler's communication will bear a musical formality that will be received as both engaging and precise.

It will assert its place in the industry as a well-intentioned innovator and a strategically-informed leader in sustainability advocacy.

The FoodCycler Vibe

Enthusiastic

Caring

Ethical

Trustworthy

Who is FoodCycler on Social Media

FoodCycler's persona will remain the same on different social media platforms but the way it communicates will different.

On Twitter, FoodCycler is insightful and straightforward. We will use hashtags like: #sustainability #recycle #nofoodwaste #compost

On Instagram, FoodCycler is mellow and hopeful. We will feature a lot of testimonials from community members sharing how the FoodCycler has impacted their lives, what sustainability means to them and other related topics.

On Facebook, FoodCycler is informative and helpful. We will share updates about the company's efforts to support composting nationwide and encourage eco-conscious and healthy lifestyles.



Who is FoodCycler NOT on Social Media

FoodCycler does not curse or use explicit language. We do not acknowledge sexual jokes or innuendos and just ignore them with naive quips.

FoodCycler does not use hashtags of unrelated topics.

Official FoodCycler accounts are different from technical support accounts and will not answer any questions or sole any issues with FoodCycler appliances.

FoodCycler will avoid topics relating to agriculture and will place more emphasis on food recycling than composting for planting.

FoodCycler will not come off as a utility and instead will meet its target with a lifestyle-and-community-centered approach.

