



Case Study

THE TASK

To create a digital playbook defining the social voice and digital persona.

THE SOLUTION

Affinities/Behaviors

- iPhone user
- Shops online and in-store (Thrift , UO, Indie Brands, Forever 21)
- Primarily eats out
- Goes out on the weekends (Paint and Sips, Brunch Bounce, Silent Parties)
- Socially conscious - BLM
- Photography
- Makeup Hair YouTuber
- Style influenced by Aaliyah Badu
- Attends festivals (Afropunk, OVO Fest, Made in America, Coachella, Rooftop Parties, Broccoli Fest)

Why Cassius?

Dionna is looking for an unapologetic and authentic approach to news, music, and style. She loves that Cassius is willing to take a stance on the issues that affect her the most. She's frustrated with blogs that don't have a point of view, and is looking for someone to say the things that others won't. She is sex positive and liberal in her views.

Influences

- Blogs/Sites (HypeBeast/HypeBae, Natural Hair Blogs, Refinery 29)
- Pinterest
- Instagirls and Instaguys

DIONNA



Age: 27

Work: Marketing Assoc.

Family: Single (lives with roommates)

Location: Atlanta, GA

Salary: \$52,000

THE SAMPLES

SOCIAL HIGHLIGHTS



cassiuslife 

Follow



300 posts

12.3k followers

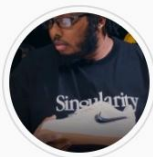
668 following

CASSIUS We do news and storytelling differently. We provoke, we disrupt, we inform, we uplift. We are CASSIUS. 📌 [#hatsXoff](#)
bit.ly/2IkJK7L

Followed by [naturalunderneath](#) and [aizeasowata](#)



CasBar



We Tried It



Grown Ma...



#MustRea...

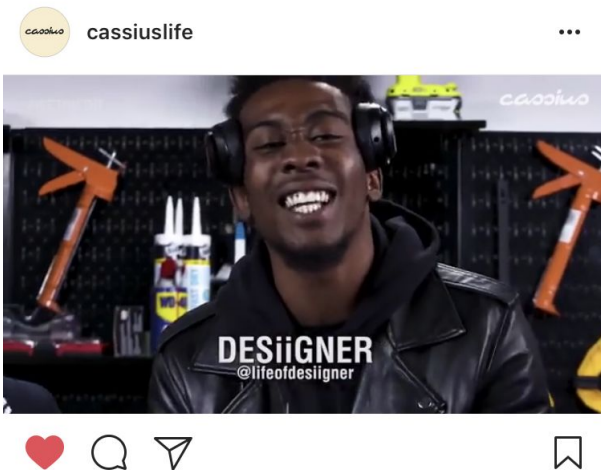


May Cover



Top 3!

SOCIAL HIGHLIGHTS



270 views · Liked by corytownes

cassiuslife #WeTriedIt Update: @CoryTownes cut his dreads, Sherrod is dressed like DJ Khaled, and @LifeOfDesigner might be the funniest dude around. But on to more important things, this time the duo and special guest Desiigner are trying @Bareburger's impossible burger, which is meatless and a pretty popular vegetarian option. DRAHHHHH sauce! Shhhh, just watch the video.

To watch the full video and to see more episodes of #WeTriedIt head to CassiusLife.com



THE RESULTS



@CASSIUSLIFE

TOTAL FOLLOWERS: 467,832