

# Market Research Template (Hims hair loss fb ad)

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?
- Approximate Age range?
- Occupation?
- Income level?
- Geographical location?

The target audience is men in their late 20s to 40s. These men are experiencing balding because of the stress of life, aging, genetics, etc. They work a blue-collar job that brings them an average income. Geographically, these are men of the Western world who have more value to their looks and status in life

## Painful Current State

- What are they afraid of? **But I'm tired of being scared of being bald and I'm gonna get in shape and look good. BRING IT ON BALDNESS!**
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?

**Panic**

**2: Depression**

**3: Trying to cover it up**

**4: Realising the above doesn't work anymore**

**5: Depression again**

**6: Buzz cut**

**7: Getting Drunk because the buzz cut looks worse now.**

**8: Clean shaving while drunk**

**9: Buying a motorcycle because you didn't waste your money on an overpriced hair-transplant.**

**10: Be happy and enjoy the rest of your life, without worrying about your hair.**

- What are they embarrassed about?

**I'm still self-conscious about it because my half-hair shadow is still very visible. A thinning hairline is literally the worst thing a 20-something-year-old man could go through.**

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

**you're scared, angry, and don't want to go bald. I know you think you'll be ugly forever and nobody will love you.**

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

**I badly cried, became very tensed and sad when I started to experience excessive hair-fall as well as receding hair-line**

**I have tried many things to help, but nothing really seemed to make a difference. I was at the point where I didn't want to leave the house because my hair was so thin.**

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

**What I see in the mirror is amazing. Yes, it's entirely superficial, but it's a victory. I feel like a small part of me is back to the way it used to be and sometimes you really need that.**

- Who do they want to impress?

**With male pattern baldness in my family tree it is important to boost my confidence and retain my hair, I feel more confident with this product in my bathroom for both!**

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? **To boost their self-confidence so they can attract the attention of pretty, younger women**

**Hims has been the greatest confidence boost, no more bald jokes. I look and feel so much younger**

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

**I have been balding for quite some time. The women don't like it at all, so started using them and they're lining up at my door.**

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

**So many young men don't even have the confidence to seek help, nor to get on medications so they can slow down the procession of loss and even maybe grow back healthy hair.**

- Who do they blame for their current problems and frustrations?

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- How do they evaluate and decide if a solution is going to work or not?

**an acquaintance told me about his success story with it (which is now 10 years ago), so I went to my dermatologist and demanded Finasteride as well. After almost 10 years of taking this, I still have a full head of hair (what I had lost regrew I suppose as my hair follicles didn't die completely yet). I personally have no side effects so for me this was and is a godsent.**

**Seems to be from word of mouth from friends**

- What figures or brands in the space do they respect and why?

**Finasteride as well. After almost 10 years of taking this, I still have a full head of hair (what I had lost regrew I suppose as my hair follicles didn't die completely yet). I personally have no side effects so for me this was and is a godsent.**

**Finasteride for lowering DHT will slow down miniaturization. Oral Minoxidil in conjunction will lengthen the anagen phase by increasing blood supply to the dermal papillae.. Both taken together will increase hair lifespan.**

**Hair transplant surgeries**

- What character traits do they value in themselves and others?

**The reaction of women/girls and people in general? Either the same or better. Work on your personality and character. Confidence shows through far more.**



- What character traits do they despise in themselves and others?

- What trends in the market are they aware of? What do they think about these trends?

## Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
  - a. Youtube
    - i. Comments
    - ii. "My journey" type videos
  - b. Twitter
  - c. Facebook
  - d. Reddit
  - e. Other Forums
  - f. Amazon.com Reviews
  - g. Yelp and Google Business/Maps Reviews

