



Summer 2015

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Social Habits

Friends and family are top sources of information that Millennials seek in making major decisions.

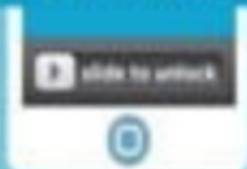
Family	77%
Friends	64%
Search engine	21%
Expert website	21%
Co-worker	20%
Social networks	13%
Go it alone	8%



Highly sociable, collaborative, open-minded, goal-oriented

Tech & Media

SOCIAL MEDIA AND MOBILE ENGAGEMENT



1.4 hours per day
on social media



Over 60% of millennials
embrace brands on
social media to get



Check smartphones
43 times per day



77% engage in
social media daily



77% use hyper-targeted
radio like Pandora,
iHeartRadio, and Spotify

Technology is an extension of the body

Adventure-Seeking



Attracted to spontaneous, unique experiences

Laura & Jenna



Age: 31

Occupation: Laura: Teacher & High Schooler
Jenna: Barista

Location: Boston, MA

Education: Laura: Undergrad
Jenna: College Student in nursing

Personality



Motivations



Goals

- Exercise 1-2x/week as much as possible
- Find a quick method for cooking without using much money
- Pay off student loans

Frustrations

- Eating too much takeout
- Not enough time for grocery shopping
- Spending more money than they want to spend

Bio

Laura and Jenna are two 21-year-olds recently out of college and are trying to make it in the big city! Laura is a teacher at a local elementary school and teaches yoga in her spare time. Jenna is a Barista at the local coffee shop who also balances night classes to attain her master's degree in nursing. Laura and Jenna work long and long hours and usually don't have time to go to the grocery store and prepare meals. Both are vegetarians and prefer local fresh foods. They are open to trying adventures on the weekends and enjoy going out and socializing.

Cooking



Finances



- Loans
- Food
- Wasteful
- Other

tululemon



NIKE



LL.Bear

Laura



Age: 34
 Occupation: Marketing Executive
 Location: New York
 Education: Bachelor's Degree

Personality

Introverted
 Creative
 Ambitious
 Detail-oriented

Motivations

Professional growth
 Financial stability
 Work-life balance
 Career advancement

Goals

Work out every day

Goal: work out everyday

Frustrations

Lack of time
 Limited budget

Frustration: doesn't have means to buy fresh ingredients

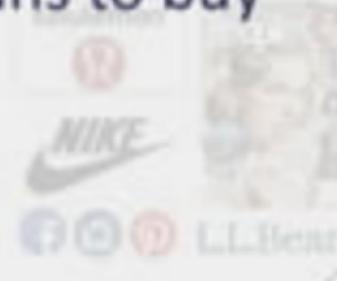
Time constraints
 Limited budget
 Lack of access to fresh ingredients
 Limited knowledge of cooking techniques

Cooking

Intermediate
 Likes: Italian, Mediterranean
 Dislikes: Spicy, Heavy

Finances

Income: \$60,000
 Expenses: \$40,000
 Savings: \$10,000
 Debt: \$5,000



Jenna



Motivations

I want to be able to cook for my family and friends. I want to be able to make meals that are healthy and delicious. I want to be able to save time and money when I cook.

Goals

I want to be able to cook for my family and friends.

Goal: make enjoyable meals

Frustrations

I don't have enough time to go to the grocery store.

Frustration: doesn't have time to go to the grocery store

Bio

Jenna is a 32-year-old woman who lives in New York City. She is a marketing executive and is looking for ways to save time and money when she cooks. She is also looking for ways to make meals that are healthy and delicious.

Cooking

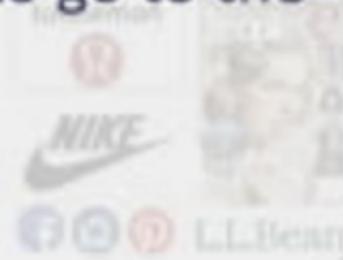
I love to cook and I want to be able to make meals that are healthy and delicious. I want to be able to save time and money when I cook.

Finances

I want to be able to save time and money when I cook. I want to be able to make meals that are healthy and delicious.

Personality

I am a person who is organized and detail-oriented. I like to have everything in its place and I like to have a plan. I am also a person who is friendly and outgoing.



Laura & Jenna



Age: 31

Relationship: Married

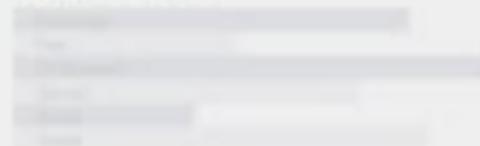
Location: Los Angeles, CA

Education: Bachelor's Degree

Personality



Motivations



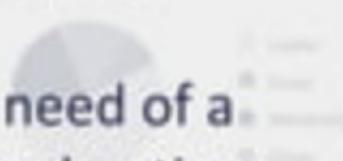
Goals



Cooking



Finances



Order too much take-out and in need of a healthy and not too expensive meal option

Bio

Hi, I'm Laura and Jenna. We're a young couple in Los Angeles who love to cook and eat healthy. We're looking for a meal option that is healthy, affordable, and easy to prepare. We're also looking for a meal option that is easy to cook and doesn't require a lot of time or effort. We're looking for a meal option that is easy to cook and doesn't require a lot of time or effort. We're looking for a meal option that is easy to cook and doesn't require a lot of time or effort.

Suburban



LL Bean



Jake & Monica



Occupations: Monica Interior Designer
Jake Real Estate Agent

Status: Engaged

Location: Westbury, NY

Education: Graduated from NYU

Personality



Motivations



Goals

- To have a nice house and a big family
- To live healthy and fresh food
- Would like to retire early

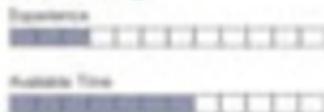
Frustrations

- Not confident in cooking skills
- Fresh food food is expensive
- Want more variety with their meals

Bio

Jake and Monica met in college and have both worked hard for their current careers. Jake is a successful real estate agent while Monica is an interior designer. In their spare time, Jake and Monica enjoy watching Netflix together or having small get-togethers with their close friends. The couple are friendly, stable and are planning for their upcoming wedding in the winter. They do not have much time for grocery shopping or to organize and prepare meals. However, they are open to try new things and improve their cooking skills.

Cooking



Finances



SPERRY
TOP-SIDER



Jake & Monica



Motivations

I want to be able to cook for my family and friends. I want to be able to impress my guests. I want to be able to cook for my family and friends. I want to be able to impress my guests.

Goals

I want to be able to cook for my family and friends.

Goal: hear about new recipes

Frustrations

I want to be able to cook for my family and friends.

Frustration: timid about trying new things in the kitchen without guidance

Personality

I am a person who is very organized and likes to have everything in its place. I am a person who is very organized and likes to have everything in its place.

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Cooking

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Finances

I am a person who is very organized and likes to have everything in its place. I am a person who is very organized and likes to have everything in its place.



Jake & Monica



Motivations

- 1. I want to cook more often.
- 2. I want to learn new recipes.
- 3. I want to spend more time with my family.
- 4. I want to eat healthier.

Goals

- 1. I want to cook more often.
- 2. I want to learn new recipes.

Cooking

- 1. I want to cook more often.
- 2. I want to learn new recipes.

Finances

- 1. I want to cook more often.
- 2. I want to learn new recipes.

Looking for a fun experience with new meal ideas and help when cooking

Personality

- 1. I want to cook more often.
- 2. I want to learn new recipes.

Bio

Hi, my name is Jake and I am a software engineer. I love to cook and I am looking for a fun experience with new meal ideas and help when cooking. I am a fan of Blue Apron and I want to try it out. I am a fan of Blue Apron and I want to try it out. I am a fan of Blue Apron and I want to try it out.



SPERRY
TOPSIDERS



Shifting Millennial Attitudes

From

- Dining Out
- Unwholesome Produce
- Expensive Grocery Shopping
- Repetitive Meals



To

- At Home Cooking
- Healthy & Fresh Produce
- Feasible Meal-Plan Options
- Different meals for year



Feature:

Price	\$9.99 per meal	\$12 per meal	\$11.50 per meal
Meal Options	2 Person or 4 Person Able to set preferences	Beef, Poultry, Vegetarian, Seafood	2 Person or 4 Person Classic Box vs. Veggie Box
Meal Repetition	Not repeated in a whole year	Seasonal	Seasonal
Meal Choices per Week	Two Person - 6 options Family Plan - 4 options	9 options	5 options



Billboard advertisement for #CookYourJourney. The ad features a wooden spoon at the top, followed by three small circular images showing ingredients: a red tomato, a bowl of nuts, and a bowl of seeds. To the right is a larger bowl filled with red ingredients. The hashtag #CookYourJourney is displayed below the ingredients, with a small URL www.cookyourjourney.com underneath. In the top right corner, there are several small circular icons and the text "Blue Apron".

#CookYourJourney

www.cookyourjourney.com



#CookYourJourney



#CookYourJourney

EVERY DISH IS A NEW STORY



www.blueapron.com

Do not hold doors

Do not hold doors



Do not hold doors

Do not hold doors

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