

IDEAL
pink taco
CONSUMER PROFILE



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NOVEMBER 2, 2025

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PINK TACO PERSONALITY



PHOTO FROM WWW.PINKTACO.COM

Typical Pink Taco guests have a zest for life. They are outgoing, extroverted, love spending time with friends, and appreciate a good meal. When they go out they look to go places with the right vibe, a good atmosphere and to be socially accepted. Photo opportunities are a must, as well as Instagram-able food and cute cocktails.

When looking through the Pink Taco website you notice that there are a lot of young women being represented. In each photo the women are well put together, in groups, smiling, laughing and having fun. The personality traits described above are based off of the photos on the website.

DEMOGRAPHICS

Name: Callie Mika

Age: 28

Income: \$65,000 per year

Marital Status: Single

Education: Bachelor Degree in Marketing

Job: Marketing and Communications Coordinator

Photo from Pink Taco's tagged Instagram photos



Activities

- Works 9am-5pm Monday to Friday.
- Enjoys going to events at local businesses like Paint and Sips.
- Enjoys going to fitness classes.
- Likes to travel.
- Has a dog and goes on daily walks.
- Enjoys shopping.

Interests

- Spending quality time with friends.
- Being outside. At the lake in the summer and on the slopes in the winter.
- Loves trying new foods.
- Likes to wear trending in style clothing.

Opinions

- Enjoys experiencing other cultures.
- Believes everyone should be treated fairly.
- Thinks that post secondary education is an asset.

GEOGRAPHICS

Pink Taco's target market is present in Fredericton according to Pryzm.

They live on the North and South sides of Fredericton.

47 Social Networkers

Young, culturally diverse university educated urban singles

This segment represents 1.51% of Canada's population and 2.02% of households.

WHO THEY ARE	HOW THEY THINK	HOW THEY LIVE	
<p>Social Networkers represent some of Canada's youngest households, predominantly living in larger urban centres. Reflecting a rich tapestry of cultures and backgrounds, residents tend to have mixed levels of education and often rent in high-rise apartments. With a large proportion of singles and many under the age of 25, they are known for their vibrant social lives, frequenting bars, nightclubs, and cultural events, while also maintaining a commitment to fitness and health through regular participation in gyms and recreational sports. They value ethical consumption and are guided by strong social and cultural beliefs, showing a clear inclination toward multiculturalism and personal expression. Despite earning moderate incomes from entry-level jobs, this segment maintains an engaged, optimistic outlook and a lifestyle fueled by connection, identity, and self-discovery.</p>	<p>AVERAGE HOUSEHOLD INCOME \$86,958</p>	<p>AVERAGE HOUSEHOLD NET WORTH \$367,331</p>	<p>TENURE Rent</p>
	<p>EDUCATION University</p>	<p>OCCUPATION White Collar / Service Sector</p>	<p>DIVERSITY Medium</p>
	<p>URBANITY Urban</p>	<p>FAMILY LIFE Singles</p>	<p>HOME TYPE Apartments</p>

RECOMMENDATIONS



SOCIAL MEDIA

To effectively reach Pink Taco's target market in Fredericton there will have to be a mix of marketing platforms used. Social Media, out-of-home and experiential would be effective for this market

.Instagram: Most of the target market uses Instagram. It is common for Millennials and Gen Z tend to use Instagram to find the hottest restaurant in town. Leveraging Instagram to make Pink Taco look fun, inviting, tasty and THE place to be would incentivize them to go to Pink Taco.

Facebook: Fredericton's most used social media platform is Facebook. Although the target market doesn't primarily use Facebook as their primary social media, many still have and check Facebook. Facebook is also the social media platform that is easiest to promote events. With Pink Tacos price point, and separate bar and dining areas, families are a strong secondary target market. Many parents are on Facebook sharing the most family friendly places with their friends.

Website: All marketing efforts should be linked to the website. The website should be user friendly, easy to find the menu and easy to book a table. Many guests want the reservation process to be simple and they want to be able to see what food is offered before going. Always have the website updated and linked to marketing efforts.

OUT-OF-HOME

Being new to the City it is important to have a lot of out-of-home advertisements. Having posters printed and hung up around town, creating advertisements to go at bus stops and getting a bill board to announce the grand opening, promotions etc.

EXPERIENTIAL MARKETING

As a new restaurant, get out into the community. Attend the local markets and sell pre-made tacos to spark interest. Host a pop-up restaurant in a public park where guests can make their own tacos. Memorable experiences will encourage the target market to continue to support the restaurant.

MESSAGING



tone of voice

When creating advertisements the messaging should be friendly, fun and inviting. It should also be using vocabulary that is easy to read. When consumers read the messages they should feel like a friend is inviting them over for a fun night in an inviting atmosphere. Using this messaging strategy will also appeal to families.

APPEAL TECHNIQUE

Use emotional and social appeal when writing messaging. When using the emotional appeal technique focus on how going to Pink Taco will make the consumer happy. Use imagery of smiling people. This will help create the idea that when guests go to Pink Taco they will leave happy. When using the social appeal technique focus on how Pink Taco is the place to be. Use imagery of groups smiling and having fun. People want to feel included and socially accepted. Seeing this messaging will make guest feel like they belong because they are doing the "it" thing.

CONCLUSION

- Target market is present in the Fredericton Area.
- Advertise on social media, with out-of-home and with experiential marketing.
- Use friendly, fun and inviting messaging that appeals to the emotional and social wants of guests.