



Moodboard

by : Deriah Pryce

Product: The Nike Adapt BB



- ❑ Revolutionary Sneaker
- ❑ Adaptable
- ❑ Innovative technology
- ❑ Unisex/Inclusivity

Demographics



- Upper/High Class
- Unisex
- Within 24-34 yrs old
- Above graduate level education
- Car/House owner
- Mostly Single
- Living in a city most likely

Psychographics



Our projected consumer characteristics are best represented by the Thinkers category of the VALS system. These individuals are Moderately active in their community and politics. Leisure activities center on home values, education & travel. These individuals tend to be health conscious and politically moderate/tolerant. There is no doubt that the thinker group is mature, open minded and intrinsically motivated. These individuals are looking for value and durability in their products whether it's at home or for their daily adventures.

The Thinkers are an above average consumer of products and have the resources to facilitate any adjustment or need they want fulfilled. These are the individuals likely to be looking to get an edge of the competition so they are actively looking for reliable ways to maintain their prime efficiency.