

Jennifer Brooks

Age 35

Occupation Office Manager

Status Married, 2 children

Location Brooklyn, NY

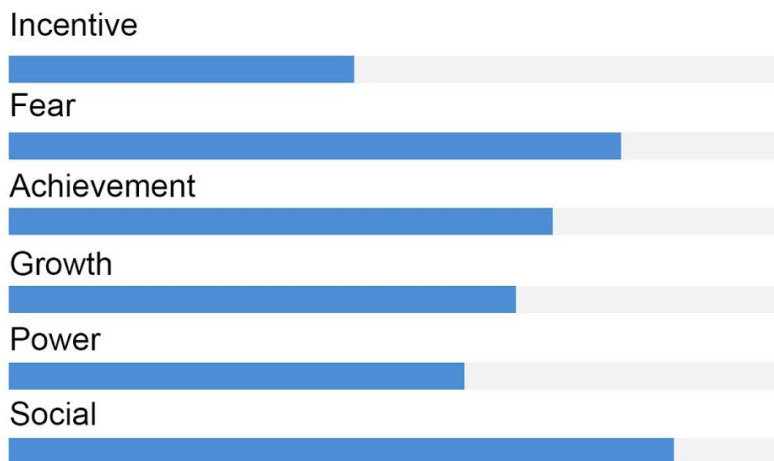


"There is a time for work and a time to play. The more I work, the harder I play."

TRAITS

Detailed
Independent
Won't take no for an answer

MOTIVATIONS



GOALS

- Pay off my house.
- Provide my children the means to attend college without the same burden I had.

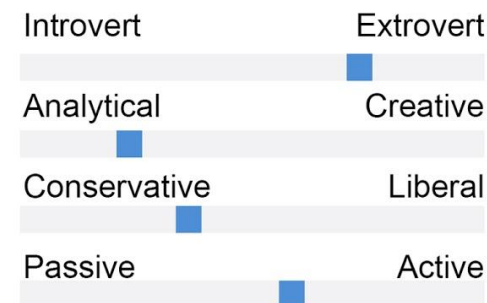
FRUSTRATIONS

- Cleaning up after everyone.
- Getting kids to school and myself to work on time.

BIO

As an office manager and the mother of 2, Jennifer is always on the move taking care of her team and her family. She values hard work just as much as she values the quality of life she provides for her children. In her spare time, she winds down from the pressures of work and caring for her children by watching LifeTime movies and comedic shows.

PERSONALITY



PREFERRED CHANNELS



BRANDS

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Jennifer's Senario

Jennifer has finished taking care of everyone for the day and put the kids to sleep. Now she has some free time to wind down and relax.

Since her day was a little more stressful than usual she figured a good laugh was in order so she decided to look for a comedic show.

Since her life is so busy she doesn't know what shows are on tonight and wasn't sure what to watch.

She thinks to herself, I'm not sure what's on today. What are today's most popular comedic shows? The provided cable guide really isn't very useful when trying to determine which shows are more popular.

Jason Bean

Age 40

Occupation MTA Bus Operator

Status Married, 3 children

Location Queens, NY



"I live for football season. Come the fall, Sundays is the day I get the scoop on all the games."

TRAITS

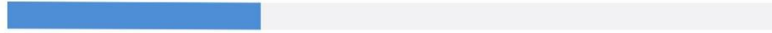
Fun
Easy going
Devoted father

MOTIVATIONS

Incentive



Fear



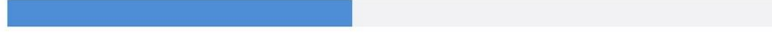
Achievement



Growth



Power



Social



GOALS

- Making sure my family maintains a roof over their heads and food on the table.
- Always having fun with friends and family.

FRUSTRATIONS

- Getting my wife to accept that Sunday chores will have to wait during football season.
- Keeping the refrigerator stocked. My boys are always eating.

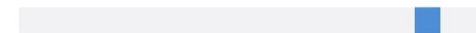
BIO

Jason is a husband and a father of 3 teenaged boys who loves to include his boys in his fanatical football endeavors. He says football Sundays are always more fun with his boys. He has been married for 15 years and is still trying to figure out how to get his wife to agree to not having household chores on football Sundays.

PERSONALITY

Introvert

Extrovert



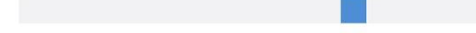
Analytical

Creative



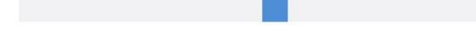
Conservative

Liberal



Passive

Active



PREFERRED CHANNELS

Traditional Ads



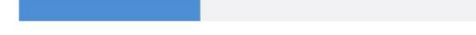
Online & Social Media



Referral



Guerilla Efforst & PR



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Jason's Senario

Jason worked hard on Saturday to finish household work so that he could enjoy football Sunday with his friends and 3 boys.

He worked overtime during the week so it was difficult to keep up with the weekly football news.

Sunday morning he gets up and gather his 3 boy for breakfast. ESPN is turned on so they can get caught up on the day's games. They switch between sports channels to find out which games are taking place on various channels, times and hear what commentators are speculating. While they are having breakfast they discuss who the day's winners will be.