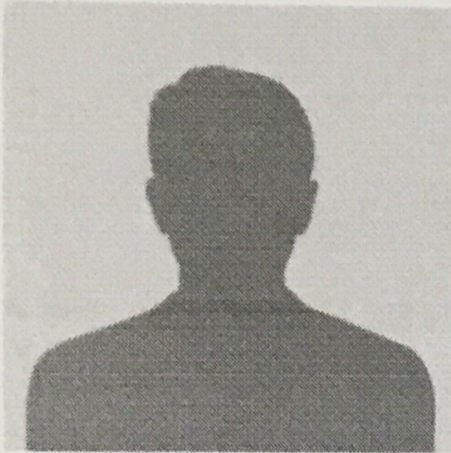


Name: Brock



"A quotation that captures the essence of this person's personality."

Age: 23

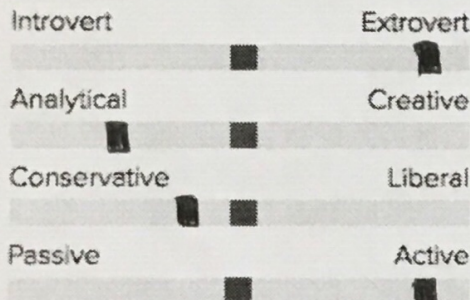
Work: Jr. Partner @ IBanking Firm

Family: Tinder Pro / Parents in Jersey Shore

Location: Manhattan

Character: Overly confident / driven

Personality



Goals

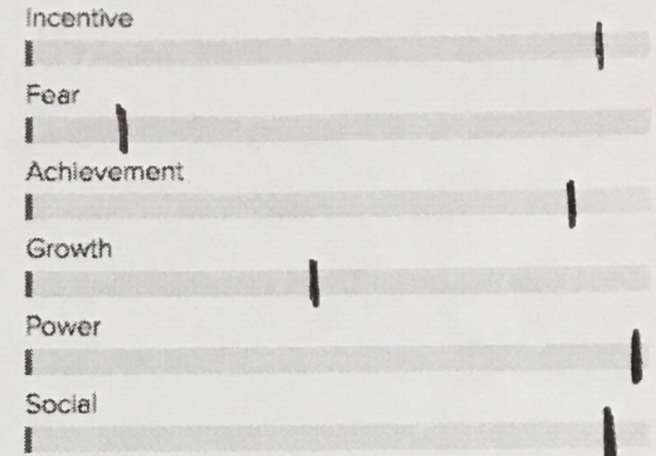
- Summer beach bod
- Wants to make partner
- Marry a supermodel

Frustrations

- Not enough time in the day
- Crowded gyms
- Crowded subways

Bio College educated and comes from a middle class family. Young millennial in the city. Loves clubbing and has an expensive shoe collection. Shakes by on his good looks.

Motivations



Brands

Gucci, Ferrari, Rolex, Armani.

Preferred Channels

