

Mary Woods



"I want to merge my passion for my family and movies."

Age: 30

Work: Self-employed (e-commerce)

Family: Married with 2 children

Location: Los Angeles, CA

Personality



Family Oriented

Team Player

Energetic

Goals

- Seeking out new activities outside of the house with her husband and kids.
- Combine technology with family time

Frustrations

- Her and her family hardly leave the house with technology at the tip of their hands.
- She spends a good portion of her day indoors due to working from home

Bio

Mary is a mother of two and wife. When the kids go off to school and her husband leaves for work, she works on her e-commerce company from home. When the entire family hangs out they enjoy watching movies. Some of the family favorites are The Avengers, Toy Story, and Spider Man. Mary spends majority of the day indoors and is looking for new ways to spend time outside with her family.

Motivation

Family time

Outdoor Experience

Distance

Cost

Wait time

Brands & Influencers



Preferred Channels

Traditional Ads

Social Media

New York Times

Safari