

Christopher Mejia



"Warrior's for life!"

Age: 25

Work: Teacher

Family: Single

Location: Los Angeles, CA

Personality



Friendly

Enthusiastic

Adventurous

Goals

- Gain a closer connection with my favorite players without paying for lower-level seats.
- Walk in the shoes of my favorite players
- Stay up to date with their favorite players

Frustrations

- The cost of lower-level seats
- Stars don't share their location on their social media pictures so it's hard to do what they do.

Bio

Chris works as a teacher and has been a Golden State Warriors fan his whole life. They've been season ticket holders since they were 5 years old. Although they have been to numerous games, they are looking for something new to give them a deeper connection with their favorite players. Currently they go on social media to see what they are up to, what are they eating, what do they do on weekends. Due to athletes being high profile figures in society it is hard for Chris to follow in their footsteps since most athletes don't post a location tag on their social media post.

Motivation

Cost



Adventure



Social Media



Brands & Influencers

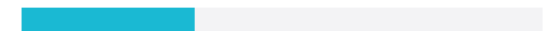


ESPN



Preferred Channels

Online Ads



Social Media



Email



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