



"Everything in moderation, including moderation."

Age: 27

Work: Graphic Designer

Family: Single

Accommodation: Flat-sharing with two friends

Location: Shawlands, Glasgow

Salary: £19,000*

*National avg according to www.glassdoor.co.uk

Bio

Adam recently got a job as a **Junior Graphic Designer** for a small agency in Glasgow, having spent most of his 20s travelling and working as a bartender in Thailand.

When he was travelling, he enjoyed street food, so now he's back in Scotland he wants to keep enjoying **local restaurants on a budget**. He prides himself on being the person in his friendship group who is most clued up about **new restaurants and the foodie scene** and regularly posts on social media about the latest places in Glasgow.

Recently Adam has become more health-conscious and has quit smoking. While he's not ready to become a vegetarian, he does want to eat less red meat. Money is tight while he gets his career off the ground, but he wants to avoid cut-price burgers, preferring **unique places with interesting menus**.

Key Behaviours

- Busy schedule, often eats on the go or not at all.
- Trying to keep to a tight budget.
- Large social group who meet regularly for drinks.
- Posts frequently on social media, mainly Instagram.
- Loves burgers, but also making a conscious effort to scale back how much meat he eats.
- Ex-smoker and starting to become more health conscious.
- Erratic gym-goer - tends to eat out afterwards as a reward.
- Doesn't own a car as has always lived in cities.
- Follows various restaurants, chefs and critics on Twitter and gets the Skinny newsletter to keep track of new restaurants in town.

Main Brands



Goals and Needs

As.....	I want to.....	So that.....
someone on a tight budget	keep track of good deals	I can still afford to eat out.
a designer and a foodie	keep an eye on trendy new places	I can maintain my hipster reputation.
someone trying to be healthier	be able to choose a vegetarian option now and then	I can scale back the amount of red meat I eat.
someone with a busy lifestyle	be able to keep track of good deals and places	I don't have to spend time looking for them online.
someone who likes international street food	wide selection of options	I can still feel like I'm 'exploring' new things.

