



"Sure. Why not?"

Age: 15

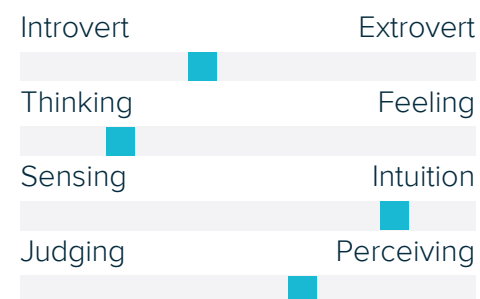
Work: Permanent Drink Drawer at McDonalds

Family: None

Location: Singapore, Singapore

Character: Negative, Sadistic, Funny when appropriate

Personality



Trait 1

Trait 2

Trait 3

Trait 4

Goals

- Skydiving
- Driving a Tank

Frustrations

- Life
- Studies
- Friends

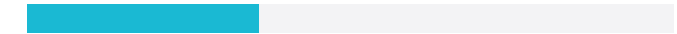
Bio

I am a student at Hougang Secondary School, an average joe who goes about his life as uneventfully as possible.

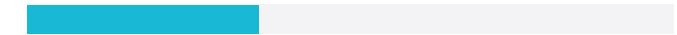
Every day, I take public transport to school and back home on my own. I do my work in the afternoon so I can play video games at night. On weekends, I have extra tuition lessons and part-time work to worry about.

Motivation

Incentive



Fear



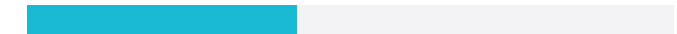
Growth



Power



Social

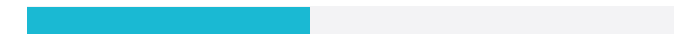


Brands & Influencers

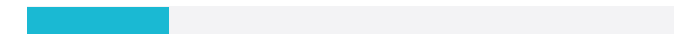


Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

