■ Buyer Profile: Cajun Seafood Boil Bags (90069 + Surrounding Zips)

1. Core Demographics

- Age Range: 21–40 (sweet spot), with spillover into 40–55 for affluent households and casual entertainers. - Income Level: Mid-to-high disposable income (many residents of West Hollywood, Hollywood Hills, Beverly Hills, Century City). - Living Situation: Mix of singles, young professionals, creative industry folks, and dual-income households. High density of renters in luxury apartments + owners of mid-market condos/homes.

2. Lifestyle & Psychographics

- Late-Night Foodies: Busy professionals, creatives, and nightlife regulars who order delivery between 9pm–2am. They value fresh quality but also convenience. - Social Scene + Bar Crowd: Post-bar and house-party orders. They crave indulgent, shareable, high-flavor food with alcohol pairings (BuzzBalls, BeatBox, etc.). - Word-of-Mouth "IYKYK" Locals: West Hollywood/Hollywood/Beverly Hills insiders who pride themselves on knowing hidden gems. They love exclusivity and the "limited sell-out" story. - Small Event Hosts: Friends hosting game nights, date nights, or casual hangs. They want family-size meals, no cleanup, and cornbread that wins over everyone.

3. Buying Triggers

- Fresh Daily / Sells Out Fast → urgency & exclusivity drive orders. - Late-Night Hours (open past midnight) → beats competitors like Boiling Crab on convenience. - All-In-One Experience → bibs, wipes, butcher paper; "no dishes" positioning. - Pairings → RTDs (BuzzBall, BeatBox) make it party-ready. - Value Perception → "Better than Boiling Crab, cheaper than dining out."

4. Affinities & Cultural Hooks

- Food: Cajun/Creole flavors, seafood, fried sides, cornbread, garlic butter. - Lifestyle: Nightlife, house parties, casual luxury, insider culture ("locals know"). - Digital Habits: Instagram/TikTok scrollers (food porn, "mukbang" seafood boil vids), high delivery app usage (Uber Eats, DoorDash). - Entertainment: Streaming nights, Bravo/Netflix culture, sports playoff gatherings.

5. Geo-Targeting Breakdown

- 90069 (West Hollywood core): Nightlife crowd, influencers, LGBTQIA+ base, upscale renters. - 90046 (Hollywood Hills/Laurel Canyon): Affluent singles/couples, house parties. - 90210 (Beverly Hills): High-income, luxury delivery, family-style orders for gatherings. - 90048 (Fairfax/Cedars-Sinai area): Young professionals, medical staff with late hours. - 90067 (Century City): Wealthy high-rise residents (ads: "Seafood boil from your penthouse couch").

6. Ad & Creative Angles

- Meta (IG/FB): Geo-fenced "WeHo Late Night" campaign with insider tone. Example: "The boil bag you order once… then crave forever." - TikTok: Mukbang-style videos, Cajun cornbread close-ups, RTD pairings; trending hashtags (#lateNightEats #SeafoodTikTok #WeHoEats). - Google Ads (local search): Target "seafood boil near me," "late night food West Hollywood," "Boiling Crab alternative." - Tagline Hooks: - "Seafood, cornbread, and a BuzzBall to end the night right." - "Locals' Cajun secret—don't wait, we sell out." - "Better value than Boiling Crab—without leaving your couch."