

Matthew Brown



"I want to make meaningful connections; for me and my dog."

Name: Matthew Brown

Age: 24

Work: Car Salesman

Location: Buckhead, GA

Personality



Easygoing

Adventurous

Animal Lover

Loyal

Goals

- Find a new reliable friend for him and his dog.
- Go on new adventures
- Wants to eliminate uncertainty of meeting new people online.

Frustrations

- Tardiness/ Flakiness
- Lack of communication
- Falling into a mundane routine

Bio

Matthew has been struggling to make meaningful connections recently. Either his old friends are flakey, or they do not particularly enjoy the company of his rambunctious dog. This has led Matthew to feel lonely and craving new adventures and friendship; specifically, one his beloved dog can partake in.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR