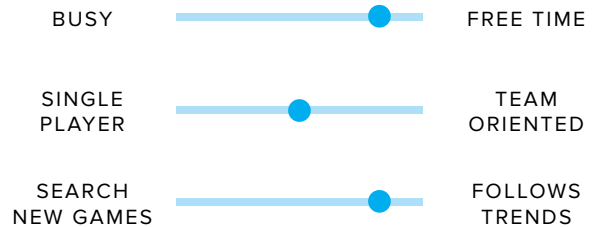


THE COMPETITIVE KID



"Let's smash these noobs bro, they don't stand a single chance against us!"



SIMONE

15 YEARS OLD
MILAN, ITALY

Is quite expert in gaming
Owns many different consoles
Plays with his two brothers

Spends around 15 hours a week
playing on different platforms
Can spend some money in games

ABOUT

Simone is a kid who attends the second year of high school; he is a mid-core gamer, who follows some gaming channels on Youtube and some streamers on Twitch. He has two younger brothers who also play games with him, and they usually play with their friends the games that become the trend of the moment.

MOTIVATIONS

- He wants to imitate his favourite streamer, who tried the game and is very good at it.
- He is very competitive and wants a game in which he can constantly show his skills, with low luck involved.

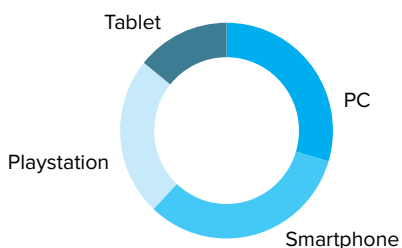
CHALLENGES

Achieve tangible results in the game before his friends and brothers.

NEEDS

A game which is simple to approach but hard to master.

DEVICES USED



CHANNELS USED



Youtube



Instagram



Website



Web ads



Word of mouth