

GTBV.com

Good Times Better Vibes is a lifestyle brand focusing on 'doing what you love, with the people you love'



Good Times Better Vibes provides affordable, high quality, and purposeful products with a focus on an outdoor lifestyle. Our brand is unique in that everyone has their own definition of what their 'good times, better vibes' is. Customers make their own pathway of their 'GTBV.' Our focus is on young adults who want a brand to represent the feeling they get when doing activities they love, such as boating, traveling, etc.

Personas

Good Times Better Vibes Recruit

Prospective new-hire in the creative space



New Boating Client

Prospective new client in the water sports space



New Outdoor Client

Prospective new client in the outdoor camping space



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LONELY GHOST

