

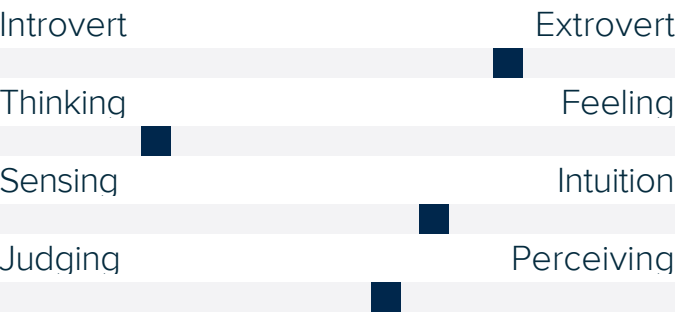


"Michael excels inside and outside of the classroom. He strives for good grades, a fun social life, and a healthy lifestyle."

Demographic Information

**Age:** 20  
**Work:** Student  
**University:** Michigan  
**Major:** Business  
**Location:** Ann Arbor, MI  
**Technology:** Advanced

Personality Traits



Intelligent  
Sociable  
Active  
Analytical  
Creative

Goals

- To maintain a high GPA
- To connect with others
- To be healthy

Frustrations

- Is under a lot of pressure to succeed
- Lack of free-time due to his busy schedule
- Has a limited budget as a college student

Bio

Michael is an ambitious Junior at the University of Michigan. He is studying Finance at the Ross School of Business. When Michael is not in the library studying, he enjoys working out and hanging out with his friends.

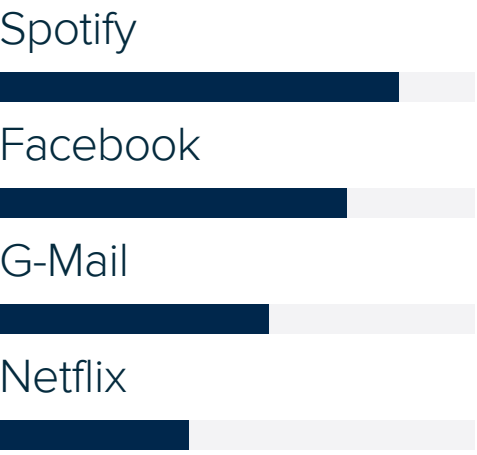
Growing up in the Millennial generation has given Michael advanced technological skills. He has extensive knowledge of and interest in current technologies and can easily adapt to emerging technologies.

Digital music services have increased in popularity over the last 10 years. Spotify, YouTube, SoundCloud, and Apple Music are amongst the most popular music services today. Michael prefers to use Spotify because most of his friends are using it. He enjoys listening to music when doing a wide variety of activities. He thinks music can serve as an escape from reality as well as a common ground to connect with others.

Preferred Activities



Preferred Channels



Brands & Influencers

