



Dwight Schrute

Assistant to Regional Manager
Salesman

~40 years old

Male

~80k a year

Midwest United States

College + some more years

Single ready to mingle

Goals and Challenges

- promote company and maintain high sales
- build strong community relationships
- out of touch from pop culture
- often minds his own business

Values and Fears

- values quick interactions
- values efficiency
- fears workplace conflicts
- fears uncertainty

Marketing Message

- Drug education is more important and will be more efficient in the long term than our anti-drug programs.

Elevator Pitch

- Government legislation and nation wide programs were built on social injustices, and more sensible drug policies must be created. By looking at the adverse effects that the war on drugs created, we can clearly see it only created unnecessary violence, rather than solving the issue.

