

L. M McGee by Devin Osbey



"dang, that is due tomorrow."

Age: 18-19

Work: college

Location: Columbia, SC

Character: College student

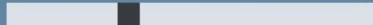
values

- Time to himself
- Time with friends

Personality

Introvert

Extrovert



Needs

- Make it to class or other scheduled events on time.
- Become an efficient time manager

Fears

- Backed up traffic.
- Schedule conflicts.
- Unknown or forgotten deadlines
- inadequate sleep schedule

Bio

A freshman with in-person classes that are far from his dorm. Struggles with time management because like a lot of other freshman, his schedule has been mandated by a public school or guardian. He continues to show up to class late or barely on time. He also tends to struggle with keeping up with deadlines.

Wants

to be able to manage

- Friends and family
- School work
- Alone time

Brands & Influencers

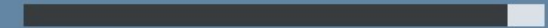


Preferred Channels

Traditional Ads



Online & Social Media



Referral

