



## Frank

“Getting my daughter to read is like pulling teeth—and I would know because I’m a dentist.”

### Frank’s favorite reads are print articles, newspapers and Spy books.

Frank encourages his daughter, Lanie to read. He buys books at the bookstore that he thinks she’ll like but they just collect dust in her room. He keeps up with her curriculum at school and attends parent-teacher conferences.

He used to read American Girl books to her at bedtime and he misses their time together since she’s outgrown it. He loves games like charades and Monopoly - he and his wife have a monthly game night with friends but he doesn’t get his daughter’s obsession with Minecraft.

He has an iPhone but prefers to read paper books and newspapers—he tries to limit his time with electronics.

### Needs & Goals

Frank wants his daughter to engage in reading.

### Key Facts

Dentist/Lanie’s Dad  
Male/42 years old

### Familiar Brands

★ American Girl®

MONOPOLY



Uses 2 devices. Owns and iPad and iPhone. He prefers to read on print whenever possible.