

# Rand Striker

Xtensio



"Good."

**Age:** 42

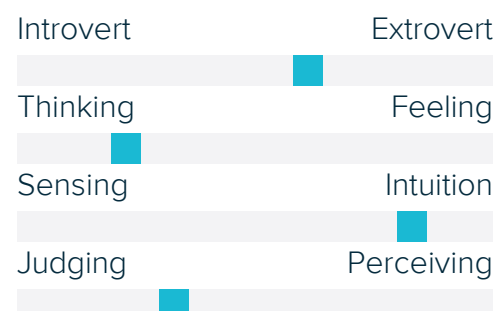
**Work:** Retired-Military Officer.  
Business Consultant.

**Family:** Married. Two young kids.

**Location:** Lexington, KY

**Character:** Outdoorsman

## Personality



Assertive

Intelligent

Compassionate

## Goals

- Wants to provide the proper nutrition to his dogs to ensure a longer life with good quality.
- Very busy with work, therefore needs information delivered efficiently.
- Going on a duck hunting expedition with some old friends from the military later this year.

## Frustrations

- Wants to avoid reading large articles to find a piece of relevant information.
- Due to growth in business consulting clients, time outside of work is becoming scarce.
- Does not like cluttered web pages.

## Bio

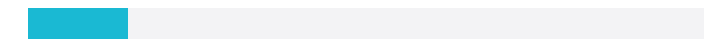
Rand has been an avid outdoorsman his entire life and has grown up around hunting dogs. Currently he has two English Pointers. Bo is 1 years old and just a pup in training. Jake is 5 and is the best companion Rand has ever had. Recently Jake had taken a fall off of a small cliff while in pursuit of a pheasant and suffered injuries to his hind legs. Although his injuries were recoverable, Rand still spots Jake limping occasionally. To ensure the quality of Jake's later years, Rand has become more interested in nutrition and supplements for his four legged companions.

## Motivation

Incentive



Fear



Growth



Power



Social

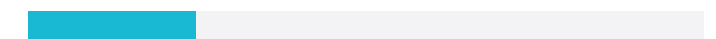


## Brands & Influencers



## Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

