

Sandra Simpson

Xtensio



Intelligent

Compassionate

Peaceful

Goals

- Wants to breed the healthiest dogs possible.
- Working on authoring a book about dog psychology.
- Wants to become a part time instructor for the Veterinary Medicine Program at NC State.

Frustrations

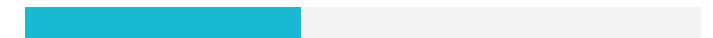
- Skeptical of claims not backed by research.
- Does not like to click through multiple web pages.
- People that don't treat their animals like members of the family.

Bio

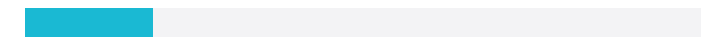
Sandra is a retired veterinarian residing in Raleigh, NC, and is well known in that area. Not only has she been the go to vet for the Raleigh area, many of the city's dog owners have gotten their pups from her as a result of her dog breeding. Her particular interest in dogs is in the field of psychology. Sandra is fascinated by how each dog seems to have its own unique personality. She wants to start teaching at NC State and conducting research in reducing stress levels in dogs with anxiety. Sandra understands that like humans, nutrition plays a vital role in the over all well-being of an animal. Many foods are formulated differently, for different purposes, but she remains skeptical on which brands are actually truthful to their nutrition claims.

Motivation

Incentive



Fear



Growth



Power



Social



"I have seven kids, only one of which is human."

Age: 54

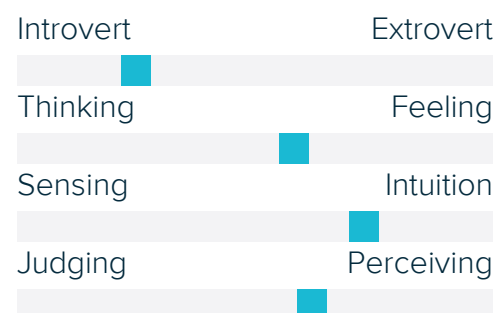
Work: Retired Veterinarian. Dog Breeder. Author.

Family: Married. One daughter in college.

Location: Raleigh, NC

Character: Care-giver.

Personality



Brands & Influencers

amazon

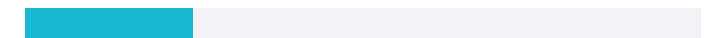


HUMANE SOCIETY INTERNATIONAL

THE PET Pantry

Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

