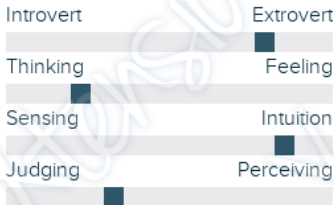




"Having full control of your life is the best feeling ever."

Age: **72**
Work: **Retired**
Family: **Bachelor, no kids**
Location: **Hamburg, GER**
Character: **The Explorer**



Goals

- Living as long as possible in my own home, without needing anyone to take care of me.
- Being healthy and pursuing my hobbies.
- Spending time with my friends as long as possible.

Frustrations

- Losing control of what I love to do.
- Feeling trapped in my life and decisions.
- Needing people to look after you.

Bio

Ralf is an old man who lives in a quiet part of Hamburg. After a long working life, he has now retired to a lifestyle characterized by freedom and self-determination. He has friends living near him, with whom he spends a lot of time playing cards, going fishing and drinking. He values his freedom - the opportunity to shape his life the way he wants to. But the idea of losing control over his life fills him with anxiety. The idea of becoming dependent on others or being restricted in his decisions worries him. Ralf wants to continue to have the freedom to live a self-determined life and pursue his interests without others having to support him.

Incentive

Fear

Growth

Power

Social

Brands



STRAUSS



Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR