PROFILE 1:

**Name**: Jai Ganraj

**City**: Navi Mumbai

**Demographics** (Age/Race/Orientation): 23/Gujrati/Straight

* **What does this person do for a living?** He is currently working as a data engineer in a nearby local company and helped build this company from the ground up.
* **What does this person promote on their social media?** This person promotes healthy living and working out. He is a prime national level athlete in the sport of taekwondo. He faced hardships in achieving his goals and that’s why is an inspiration to many people in the locality and also has a reasonable following in the social media community.
* **Is this person currently promoting brands like lululemon?** He is not promoting brands as such but just promoting healthy living, the clothes he works out in are from a local store and is looking to promote apparels that are sold by lululemon so that he can inspire more people to do better by themselves.
* **What is this person's personality?** Extremely hardworking , focussed and determined. He always works hard to achieve his goals and always stays humble. He doesn’t have an ego and is the perfect person to approach when you have a doubt.
* **How does this person align with the lululemon brand?**  He is someone who respects all cultures, people of all types feel great around him and he inspires people to bring the best out of them.
* **How is this person involved in their specific city or community?** He is a gujarati and marathi too from his parents side. He doesn't involve himself much with random stuff and is very goal oriented. He also helps around in the city alot and participates actively in all events organized by the city.
* **What social media posts or promotions would help this ambassador drive traffic to a specific store?** We can target instagram posts, small facebook advertisements and also instagram reels.
* **Any specific products ideal for this person to promote?** He is a national level taekwondo player so he can promote sports martial arts apparel, also cycling because he won a recent scyling cup in the city.

VIDEO PROMPT: Introduce your ambassador and describe how they could boost sales at this specific location.

PROFILE 2:

**Name**: Sankul Pandey

**City**: Navi Mumbai

**Demographics** (Age/Race/Orientation): 23/Pahadi/Straight

* **What does this person do for a living?** He has his own business along with a job and he also handles his social media account where he tries and inspires the people of his locality and also his followers base on his social media.
* **What does this person promote on their social media?** He was an athlete in his childhood then due to sickness he grew obese but then he fought his weight and turned back to a state level football player, cricket player and also won many awards in working out.
* **Is this person currently promoting brands like lululemon?** He promotes healthy living and promotes clothes that are working out related from a nearby store.
* **What is this person's personality?** He is Ambivalent, Loves to help people and keeps others who need something above himself. He is always available and promotes a never give up attitude.
* **How does this person align with the lululemon brand?**  He loves and respects people of all cultures as he has been a north indian living in south india he knows what cultural representation is but he has never let that put him down and always persevered through hardships and there is no one better than represents lululemon brand in this locality more than him.
* **How is this person involved in their specific city or community?** He is highly involved in his community, participates in all the events that are being organized in this locality. He is first to be there, first to motivate his competitors and loves to compete and be a part of his community and locality of this great city.
* **What social media posts or promotions would help this ambassador drive traffic to a specific store?** He has a great number of supporters and friends in his locality and also has a high amount of followers on his social media so we can promote our brand through his social media and also run local campaigns where people will come and see him and thereby see our brand too.
* **Any specific products ideal for this person to promote?** He is state level football player so we can promote shoes, jerseys and also cricket bats and clothing as he is highly involved in cricket as well along with work out apparel is a good bet when it comes to him as an ambassador

VIDEO PROMPT:

Introduce your ambassador and describe how they could boost sales at this specific location.