

Coop's Bait & Tackle

REED WILSON PERSONA VISION BOARD



Coop's Bait & Tackle

PERSONA



REED WILSON

Employed in Blue Collar/Service Sector

PROFILE

Gender : Male
Age : 35
Address : Squamish, BC

"A BAD DAY FISHIN' IS BETTER THAN A GOOD DAY AT WORK"

Recently married, with one baby on the way. Bought a house with their wife a few years ago to raise a family in. His education level is high school, college or trade school making a household income of \$140,000 a year.

IF I HAD AN EXTRA HOUR IN MY DAY AS A HARD-WORKING FAMILY MAN WHO LOVES THE OUTDOORS, I WOULD SPEND IT EXPLORING NATURE WITH MY FAMILY.

"IF MONEY WERE NO OBJECT I WOULD TAKE MY FAMILY ON A CHARTER FISHING TRIP, WHICH WOULD INCLUDE SCOUTING FOR PRIME FISHING LOCATIONS AND PREPARING FRESHLY CAUGHT FISH FOR A GOURMET MEAL"

PYSCHOGRAPHICS

He is not status-seeking, and does not purchase items that give him prestige status (Environics Analytics, 2022, pg. 124). He tries to live a balanced lifestyle of work and play with an eco- midset. His eco-mindset consists of supporting local businesses, consuming natural foods, and being willing to pay a bit more for "clean" products. He is an early adopter, mostly purchasing products that brings him enjoyment. It is important for him to try new things including new products, vacation spots, and food for enjoyment. He is a conservative spender who wants to ensure he can provide a good lifestyle for his family and set themselves up for retirement (Environics Analytics, 2022, pg. 126).

LIFESTYLE

Hobbies include atving, camping, snowmobiling, fishing and hunting. With all of these outdoor-based hobbies, this target market has a very active healthy lifestyle.

"IN MY HEART OF HEARTS, THERE'S ONE THING I WISH WAS TRUE ABOUT MY LIFE: I WISH THAT I COULD SPEND MORE TIME ENJOYING THE OUTDOORS AROUND ME. I WISH THAT MY JOB ALLOWED ME MORE FLEXIBILITY TO TAKE MY FAMILY ON CAMPING TRIPS, FISHING EXCURSIONS, AND HIKES THROUGH THE MOUNTAINS."

MEDIA

His selected traditional channels for media are primarily radio being their most trusted source of information, followed by newspapers and magazines (Environics Analytics, 2022, pg.126). He is present on social media and actively listens to podcasts. His preferred streaming services are CraveTV, Amazon Prime, and Disney+ for his kids (Environics Analytics, 2022, pg. 126).

Coop's Bait & Tackle

ARTHUR BROWN PERSONA VISION BOARD



Coop's Bait & Tackle

PERSONA



ARTHUR BROWN

Retired from Blue Collar/Service Sector

PROFILE

Gender : Male
Age : 60+
Address : Squamish, BC

"I SPENT MOST OF MY MONEY ON FISHING. THE REST I WASTED"

Lives in his home that he has owned for years with his wife, and our now empty-nester. He comes from mixed education background with an annual household income of \$83,000 (Environics Analytics, 2022, Pg. 247).

"IF AN OLD BOY HAD AN EXTRA HOUR IN HIS DAY, HE MIGHT JUST USE IT TO DO SOME GOOD OL' FASHIONED TINKERING ON HIS TRUCK, MAYBE EVEN A LITTLE HUNTIN' OR FISHIN' IF THE SEASON'S RIGHT"

"IF THERE WAS AN EXTRA DAY IN THE WEEK, I'D BE OUT IN THEM WOODS OR ON THE WATER, HUNTIN' AND FISHIN'. AIN'T NOTHIN' LIKE THE RUSH OF BAGGIN' GAME OR REELIN' IN A BIG ONE!"

PSYCHOGRAPHICS

He is not a status seeker and is not overly influenced by their friends (Environics Analytics, 2022, pg. 249). With his age being elderly, they like to minimize their health problems by trying to reduce and drinking beverages with less sugar (Environics Analytics, 2022, pg. 249). For the green living mindset, he is conscious of shopping ethically and responsibly and tries to buy in bulk for less packaging (Environics Analytics, 2022, pg. 249). He enjoys his quiet lifestyle and is known to share their opinions and review products online.

LIFESTYLE

Hobbies are based in the outdoors. Hobbies include hunting, fishing and going to coffee shops with friends.

"DEEP DOWN IN MY HEART OF HEARTS, THERE'S ONE THING I WISH WAS TRUE ABOUT MY LIFE: THAT I'M LIVIN' THE GOOD LIFE WITH MY FAMILY AND FRIENDS, SURROUNDED BY ALL THE THINGS THAT MAKE ME HAPPY. I'M TALKIN' 'BOUT HUNTIN', FISHIN', BARBEQUES, AND COLD BEER ON A HOT SUMMER DAY"

MEDIA

His selected traditional channels for media are primarily radio being his most trusted source of information, followed by television, and magazines (Environics Analytics, 2022, pg.251). He is not as active on social media but does have an active account on Facebook. His preferred streaming services are TV websites, AppleTV, and CraveTV (Environics Analytics, 2022, pg. 251). He is not overly tech-savvy but does use online banking, but not a mobile banking app on their mobile phone (Environics Analytics, 2022, pg. 250).