



"Experience makes one's soul full"

Age: 29

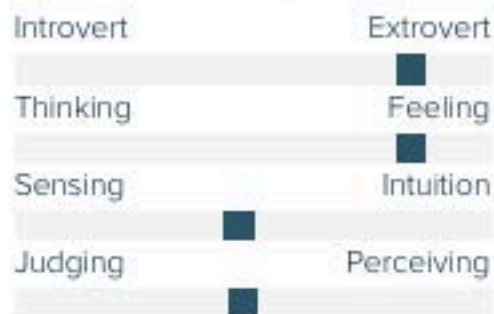
Work: Marketing Manager

Family: Single

Location: NYC

Character: Active Communicator

Personality



Goals

- Travel all over the world before he passes away.
- Obtain various experiences through travel by interacting with global people.
- Want to share his unique episodes to public in order to deliver life lesson.

Frustrations

- Due to his heavy work load, he is unable to plan his future travel balancing with his preference.
- Lack of the unique travel concepts and information. he is tired of an ordinary travel what other people do; follow the tourist path. He is eagerly wants to know what can be only experienced in that area locally.
- Since he travels frequently, he would like to know the most benefit of using booking mobile app/ website such as reward point, cash back options, complementary upgrade etc.

Bio

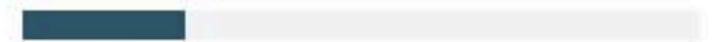
His genetic parents are Filipino. Although he grew up in America, he influenced by his parents by listening their home country story and also he visits the family back in Philippines. He knows that himself is too small compared to the world, and there are countless number of things to experience in person's life. Interacting with diverse culture background people gives him an opportunity to get out of his comfort zone and challenge himself to grow stronger person. He believes himself as a strong spiritual person.

Motivation

Incentive



Fear



Growth



Power



Social

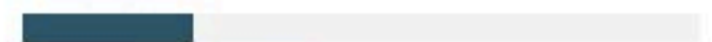


Brands & Influencers

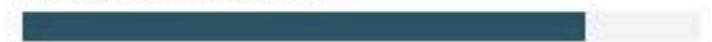


Preferred Channels

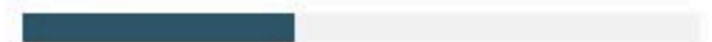
Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

