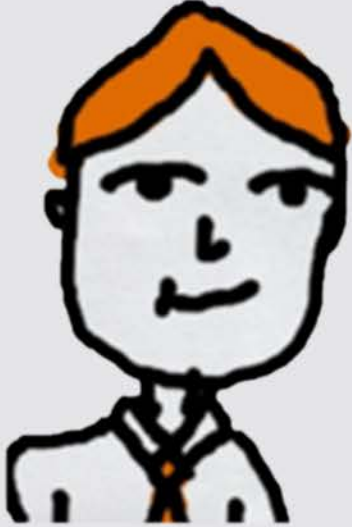


Joe, 24



"Never want to miss a beat!"

Behaviors

- Frequently on social media
- Loves going outside
- Extroverted
- Loves pop music
- Well-organized in work and education
- Keeps with the latest technology

Demographics

- Early to mid 20s
- Male
- Straight
- College Grad
- Business Major

Needs

- Nothing too overwhelming to look at
- Easy to understand
- Something I can engage with
- Something that looks visually appealing
- Tells me everything I need to know