

MNA Persona #2: Couple Cruisin' to Retirement



"Spend more time with friends."

Age: 55+

Work: Management & Professional

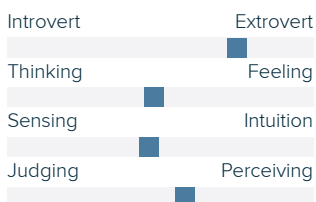
Family: Married, with grown children

Location: Remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle.

Character: They vacation often, watch golf on television, and listen to talk radio.

Nielson Prizm: Cruisin' to Retirement - Upscale Older Mostly w/o Kids.

PERSONALITY



- Family-Oriented
- Active
- Stable
- Loyal
- Intelligent
- Disciplined

GOALS

- TRAVEL SOMEWHERE YOU'VE NEVER BEEN:** To travel to new places and continue to experience new places to learn about the world.
- HEALTH & WELLNESS:** To maintain a vibrant lifestyle. Take up yoga each weekday to de-stress and focus mind, body and spirit, and meditate at home to calm the mind.
- FINANCIAL STABILITY:** To gain autonomy by maintaining a monthly established budget for life after 50. Watch spending and be careful to actively track and manage finances.

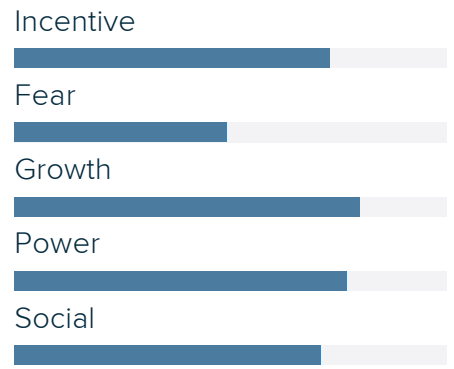
FRUSTRATIONS & FEARS

- Being forgetful with degrading short term memory.
- Any person who makes us feel less-than and not more-than who we are will be deleted from our life
- Keeping up with the changing technology and staying current.

PERSONA BIO

We hold major positions in the professional managerial business world and are at the pinnacle of our careers. We brought our children up in a good middle class community, giving them the best of everything and leading them to their active young careers with all of the means for them to be successful. We are now looking at the latter half of our lives for a pathway to financial freedom, and the ability to be mobile and active as we continue to learn and experience life.

MOTIVATION



PREFERRED CHANNELS



BRANDS & INFLUENCERS

