

MNA Persona #3: Family Man in Prime of Life



"Do Not Settle for Good Enough"

Age: 45 - 55

Work: Executive

Family: Married late, with children.

Location: Comfortable suburban subdivisions.

Character: Boomers still raising children in comfortable suburban subdivisions while beginning to plan for their own retirement.

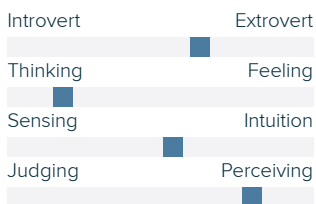
Nielson Prizm:

Beltway Boomers -

Upper Mid(Scale)

Middle Age Family Mix

PERSONALITY



- Career-Oriented
- Competitive
- Positive
- Dedicated
- Intelligent
- Strategic

GOALS

- **PERSONAL WELL-BEING:** Make yourself a priority. When you fall apart, your family does too. If you make yourself a priority, everyone benefits.
- **PATIENCE IS A VIRTUE:** Become more patient. Patience is essential, and without it everything is more stressful. When you develop patience, you find more peace.
- **FAMILY ENGAGEMENT:** To bond with your kids. Go on dates with them, read with them, and spend more quality time together. We work so hard to give our family what they need, when what they need most is time with us.

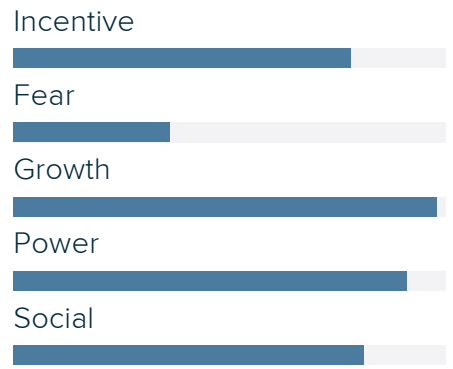
FRUSTRATIONS & FEARS

- Engaging with friends not aligned to my beliefs is not time well spent.
- Continually learning how to conquer fears sets a great example for children.
- Job security in a changing and economically challenged marketplace

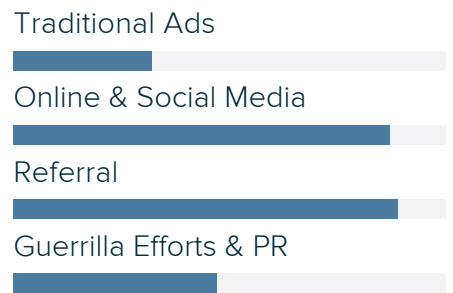
PERSONA BIO

I grew up in a middle-class environment and learned very early that a strong work ethic and focus on delivering excellence was important. This is a core value of my adult life. Delivering that value to my children is of most importance. And, making sure that they transition into successful, well-heeled and vital members of society is a number one priority. I am concerned about where we are heading as a society. The values have shifted and I am fearful this will impact my retirement.

MOTIVATION



PREFERRED CHANNELS



BRANDS & INFLUENCERS

