



Meet Miller & Miley

- Both 28
- Met while attending Boston College
- Dated while she finished her Ph.D.
- Live in a Davenport in an apartment above his parents' garage while they try and pay off their student loans
- Have social and work friends of many ethnic, religious and sexual orientations
- They loved to shop at farmer's markets and cook together on weekends
- They aren't vegetarians but they don't like what they've learned about how animals live of industrial farms

Motivations

- Concerned about quality of life of the animals they eat
- Concerned about fair treatment of people involved in harvesting, preparing and delivering their food
- Concerned about the environment
- Quality is important (less is more)
- Value experiences

Overwhelmed by hunting/angling

- Don't know where to start
- Assure them that you will start with the basics
- No question is a stupid question
- You understand that they are new at this

Relevant Objectives

- Do no harm
- Right social wrongs
- Improve the environment

Likely Media Outlets

- Always connected via mobile devices
- Prefer to send and receive information visually
- Rely heavily on the opinions, reviews, word-of-mouth – Yelp, etc
- Social media – Twitter, Instagram, Snapchat
- Online gaming (more Miller than Miley but sometimes they play together)