

Audience profile

Gender:

Male

Education:

School/secondary
school

Geo-demographic:

England, Essex,
Colchester, Kelvedon

Media preferences:

Uses social networking
such as Facebook,
twitter, youtube, TV

Ethnic background:

Any



Sexual orientation:

Any

Product

preferences:

Iphone, pc, supreme,
sketchers

Likes: games,
movies, junk food,

Dislikes: Social
interaction, working,
healthy food

Socio-economic
group: E, full-time
student

Psychographic
group: struggler, eats
a lot of junk food