



Damian

Gender: Male

Age: 44

Status: Separated, with 2 children (aged 8 & 13)

Pets: None

Location: Ferny Hills

Job: Project Manager

Industry: IT / Government

Income: \$70–100k

About Damian

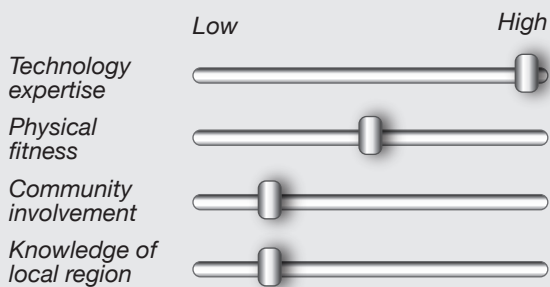
Damian is a father of two who wants his children to have a healthy lifestyle, good education and respect for the environment. He has the kids every second weekend. He is open to new experiences but struggles to think of activities both kids will enjoy. He was stressed by his recent separation and his job is quite demanding so he doesn't get out as often as he would like to.

What Damian says...

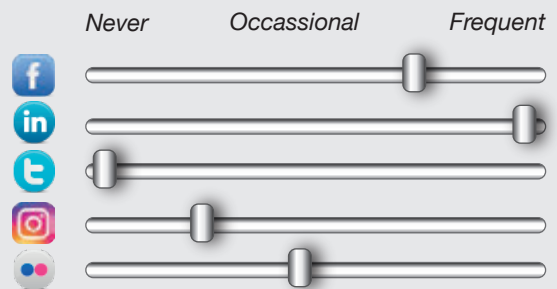
"My job is pretty stressful and I'm sitting down all day. I exercise on the weekend but I often grab takeaways during the week because I don't have time to cook."

"I'd like to find things to do with the kids that suit both of them and don't cost the earth. I only see them at weekends and they're always glued to their screens."

Skills & experience



Social media use



Personal interests

- Cycling
- Sports on TV
- Photography
- Tech/gadgets
- Music
- Craft beer

Groups/Networks

- Kid's schoolfriends/parents
- Photography groups on Meetup
- Cycling groups
- Work colleagues
- Regulars at local pub

Pain points/worries

- Cost of kids' activities
- 2 kids have quite different likes/needs
- Finding time to do things for himself
- Hard to entice kids away from screens
- Feels uninspired and stressed
- Worried about fitness and getting older!

Player type

Killer

Achiever

Socialiser

Explorer

Goals/Aspirations

- Improve personal health/fitness/diet
- Keep kids entertained
- Learn new things
- Live and work sustainably