




TARGET AUDIENCE

	FANATICS	SHOWMEN	COOL HUNTERS
			
PERSONALITY TRAITS	Active, Passionate, Fun-loving	Athletic, dedicated, disciplined	Trend seekers, stylish, individualistic, uninhibited
CORE MOTIVATION	Be part of the experience & connect with other fans who love basketball/streetball as much as I do.	Develop my game, my skills and my individual style. Learn pro streetball moves, look smoking in pickup games.	Break away from convention, be hip, have street cred, be where the action is, hang with the cool kids, make music and have fun
KEY ATTITUDE	Basketball is life. For the love of the game.	I want to achieve my personal best	I want to be where the action is
HIGHER NEED	Belonging. Connection	Achievement. Pride	Individuality. Esteem. Acceptance
DESIRED EXPERIENCE WITH BRAND	Be part of something larger than myself	Learn the best streetball moves by watching the best players in action	Immersion in the culture

