

# CONCEPT 1

SHE HATES HER PARENTS.

*(but loves a good mom and pop)*



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SHE'S AN OPEN BOOK ONLINE.

*(but a closeted handywoman in real life)*



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HE'S A SHARK IN THE BOARDROOM.

*(but more of a goldfish guy at the pet store)*



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# CONCEPT 2

# WHO IS HE?

He's a nostalgia nerding, chukka-boot-rocking, craft-beer-connoisseur, lifestyle influencer.

*He's your customer.*



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A woman with blonde hair is sitting at a glass table in a living room. Instead of a head, she has a large, leafy green tree growing out of her neck. The tree is planted in a terracotta pot on the table. The woman is wearing a dark brown, long-sleeved, ribbed top. In the background, there is a red sofa, a floor lamp, and other indoor plants.

# WHO IS SHE?

She's a yoga-going, matcha-drinking, farm-to-table-supporting, change agent with a four-star review.

*She's your customer.*



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# WHO IS HE?

He's a tech-trolling, bitcoin bartering, discount divo with a taste for the extravagant and likes to talk about it.

*He's your customer.*



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