



PHILIP

THE IDEAL CUSTOMER FOR XXXXXXXXXX

Philip lives in Ireland and is married with 3 children ranging in age from 10 - 18. He's got a keen interest in sporting activities both on his own and with his family.



Dublin, Ireland
Has lived in the US and returned to Ireland when kids arrived.



Business Owner
Partner
Senior Executive



Enjoys quality - Apple, Omega, BMW, Audi, Mercedes, Range Rover.



2nd Level
University of life



Golf, Soccer, Rugby & other sports
Photography, Art, Creative Pursuits
Food, Comedy, Music, Travel
DIY & Woodworking



Netflix, Thrillers/Crime,
DIY, Comedy, Music
Movies

Online Mornings / Late Night





LAURA

THE IDEAL CUSTOMER FOR XXXXXXXX

Laura is single in her 30s and works in the corporate sector, she is very interested in health and fitness and enjoys an active social life.



Dublin-based but has lived overseas and enjoys travelling to sun resorts and cities.



PA to CEO, on the social committee, and doesn't have any plans to move on because she enjoys the work.



Enjoys Social Media, loves soaps & Netflix. Enjoys fashion with fast-fashion and investment pieces sharing space in her wardrobe.



3rd level. quite enjoys new skills so a regular for evening or online classes too.



Laura enjoys Pilates and Zumba, she walks a lot and takes part in many walking events for charity.



She believes that "A girl should be two things: who and what she wants." - a big fan of inspirational quotes.

Online Evenings / Weekends

