

Brand Personified

- Male
- Between 30 – 35 years old
- Tall
- Rugged
- Awkwardly Cool
- Well-educated
- Entrepreneurial
- Solution-driven
- Grow up in the hills
- Lives in Kingston
- Exposed to Agricultural Practices
- Workaholic
- Family-oriented
- Drives a Van / SUV
- On-the-Cutting-Edge
- Loves Outdoor Activities
- Fitness
- Distaste for Authority
- Charismatic
- Dreams Big
- Inspires Others
- Thinks Differently
- Wants to make a great impact on country
- Optimistic
- Easy to adapt to any social setting
- Well-liked