

OUTDOOR PHOTOGRAPHY GUIDE

Brand Persona

RECREATIONAL ROBERT



Age: 55

Annual Household Income:
\$70,000

Employment: Retired

Marital Status: Married

Recreational Robert has been photographing all his life. However, since he is newly retired, he has more time to pursue his passion. Recreational Robert is looking for an enthusiastic community to share his photos with (his wife is sick of hearing about them). He also enjoys other outdoor activities like hiking, canoeing, and camping. Outdoor photography is a great way to blend his two interests.

“I’ve always loved photography. Being able to capture my favorite moments in nature, and sharing them with friends is a great way for me to express myself. I think the beauty of the natural world should be shared!”

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced