

# RV REPAIR CLUB

Brand Personas



## FULL TIME FRED- PERSONA 1



**Age:** 65

**Annual Household Income:**

Over \$100,000

**Employment:** Retired

**Marital Status:**

Married, with children/grandchildren

Full-time Fred lives in his RV full-time with his wife. Now that they are retired, they want to unplug and be able to spend more time with each other. Owning an RV has allowed them to enjoy the outdoors with family and friends and pursue their many hobbies like boating and hiking.

Fred is a member of RV Repair Club because he wants to know everything about RV repair. He typically does weekly maintenance of their RV and is an experienced technician. Typically, he will come to the website to just watch general videos so that he can know what to do in any situation. He is interested in interior upgrades and updates to make their RV more “homey”.

Fred is interested in RV living and lifestyle content, and also RV security tips.

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

## FREEDOM FRANK- PERSONA 2



**Age:** 45

**Annual Household Income:**

\$40,000

**Employment:** Self Employed

**Marital Status:** Married

Freedom Frank loves to RV so he can see more of the country and “get away from it all”. He goes RVing because he can unplug and relax with his wife and their two small lap dogs. They love that they can RV with their dogs and not have to worry about pet policies. While on the road, Frank and his wife enjoy hiking, sightseeing, and taking photos of their trips.

Frank is a member of RV Repair Club because he wants to know how to perform basic maintenance (which he does monthly). When on the road he wants to be able to handle most situations, but lets a professional handle big repairs. Typically, he will come to the website to search and find what repairs he is looking for, but he also watches a variety of videos to get a better understanding of RV Repair overall.

Frank wants to understand all the systems in his rig, and is interested in finding good campgrounds, and reliable repair shops that can help him in any part of the country.

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced