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Brian Patch

“Having light-weight, easy to operate, and most importantly, Durable light would best suite my needs.”



Demographic Profile
Age: 35
Gender: Male
Employment: Carpenter
Income: 65,000
Education: Bachelors Deg.
Marital/family status: Married/2 kids

Psychographic Profile
Brian is a family man who enjoys taking his family on hikes, and camping trips. He is an all around outdoorsman and does his best to get his sons involved in nature activities. Among the rest of his gear, a light-weight, compact, and durable flashlight is a must to have in his backpack. At home Brian uses his light when taking care of his home and property. In a dark or poorly lit situation, whether it be hiking, gather firewood, or in an emergency situation he can count on his Sportsman flashlight.

Product use scenario: *On a camping trip with his family, Brian and his two sons went looking for firewood late at night near their campsite. It began to rain while out and Brian's son Andy tripped over a fallen tree branch and lost his glasses. He used his Rayovac Sportsman to track down the lost glasses and the waterproof case kept the light protected.*