

Caleigh O'Toole

Pelfrey

PRL 214

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Persona 1

Persona #1: Colin O'Toole

- Colin O'Toole, 16, Long Island, NY
- High School Junior
- Has an older brother and a sister
- Lives at home with his mother and father
- Plays football on the varsity team

Section 1: Demographics

- Age: 16
- Gender: male *
- Salary/household income: \$0
- Location: New York
- Political ideology: Independent
- Education: Some High School
- Family: Mother, Father, Brother, Sister

Section 2: Identifiers

- Interests: Three-sport athlete, who enjoys broadcasting and announcing sporting events,
- Issues/causes: Volunteers as a coach for the local youth football team
- Goals: Graduate school, play football in college, work for a professional football team
- Challenges: School life, may not be good enough to play in college and no professional help

Section 3: Media/Distribution

- How can we reach them? Visiting High School, social media, commercials
- What kind of social media do they use? Instagram, Twitter, YouTube, Tik Tok *
- Do they have a smartphone? Yes
- What apps do they have? Social media, Google Classroom, ESPN, SportsYou
- Traditional Platforms:
 - New York Post
 - Redzone
 - ESPN
- What words, or phrases resonate with this audience? Active, student, hardworking, determined
- What kinds of images resonate? Traditional high school male, athlete, sports fan
- Would they click on a video? Yes
- Influencers:
 - Eli Manning

- Victor Cruz

Colin O'Toole is a 16-year-old high school student from Long Island, New York. He currently attends Oyster Bay High school, where he will graduate in June 2024. Colin is involved in the broadcasting club and plays on the varsity football team. Colin volunteers his time as an assistant coach for the local youth football team. Colin is an avid football fan and has a deep-rooted love for the New York Giants. Colin has attended four games, two of which were at the Giants' home stadium in East Rutherford, New Jersey. Each week Colin watches the Giants play the opposing team with his family or friends. Colin looks up to many of the Giants players as role models due to the involvement the team has in different charities. Colin's dream as a child was to play quarterback for the New York Giants. Now, Colin hopes to work within the organization at some point during his future career.

Persona 2

Persona #1: Eddie Murphy

- Eddie Murphy, 44, Manhattan, NY
- Managing Director for Investment Banking firm
- Has a wife and a son
- Lives in his NYC apartment
- Works fulltime

Section 1: Demographics

- Age: 44
- Gender: male ^s
- Salary/household income: \$300,000
- Location: New York
- Political ideology: leans more to the right
- Education: Bachelor's degree
- Son and Wife

Section 2: Identifiers

- Interests: Played football in college, reads the morning paper
- Issues/causes: works closely with St. Jude's and donates regularly.
- Goals: Raise money for childhood cancer research.

Section 3: Media/Distribution

- How can we reach them? Newspaper, social media, commercials
- What kind of social media do they use? Instagram, Twitter, Facebook
- Do they have a smartphone? Yes
- What apps do they have? Social media, ESPN, SportsYou
- Traditional Platforms:
 - New York Post
 - Redzone
 - ESPN
- What words or phrases resonate with this audience? Active, hardworking, determined
- What kinds of images resonate? Large build, wealthy, tall, athlete, sports fan
- Would they click on a video? Yes
- Influencers:
 - Eli Manning
 - Bill Parcells

Eddie Murphy is a 44-year-old Managing Director for an investment banking firm. Murphy is from Manhattan, New York but grew up in Staten Island, New York where he was raised to be a Giants football fan. Eddie has one son and generates an average yearly salary of \$300,000. Politically, Murphy tends to lean right and actively works with charities. Murphy is a season ticket holder, for the Mezzanine Endzone Area in Metlife Stadium. The cost of one of these tickets is \$4,000. Eddie buys two per season and plans to continue to do so for as long as he is financially capable. Eddie fuels his family's passion for the New York Giants and wants to continue passing this tradition down to his son. He looks forward to the season every year and is dedicated to being a great fan. Given his love for the game, Murphy will purchase Giants tickets for friends as gifts for different occasions.

<https://www.mbaskool.com/brandguide/sports-teams-and-events/5923-new-york-giants.html>

<https://audiences.dstillery.com/explore/interest/New-York-Giants-Fans-34083>

<https://www.giants.com/tickets/maps>

<https://corporatefinanceinstitute.com/resources/careers/compensation/investment-banker-salary/>