

33	Hispanic
AGE	ETHNICITY
BArch	Toronto
EDUCATION	LIVING
Single	\$120k
RELATIONSHIP STATUS	HHI


THE CREATOR

HECTOR GARCÍA




Hector is a well-known Architect working for Lebel & Bouliane. He has a passion for all things creative, and gathers inspiration from the world around him. Any chance he has to get away from the office is time spent painting or life drawing. He has influence among his friends who regularly join him at local art galleries for cultural conversation.


Hector studied in Europe and while there, dedicated time to touring some of the incredible historical landmarks. Inspired by the raw materials used in design, he incorporated this into his personal methodology by focusing on sustainable and eco-friendly architectural practices.



READING



PAINTING



PHOTOGRAPHY

What Hector values most and where he invests his time

TECH KNOWLEDGE

10

(OUT OF 10)

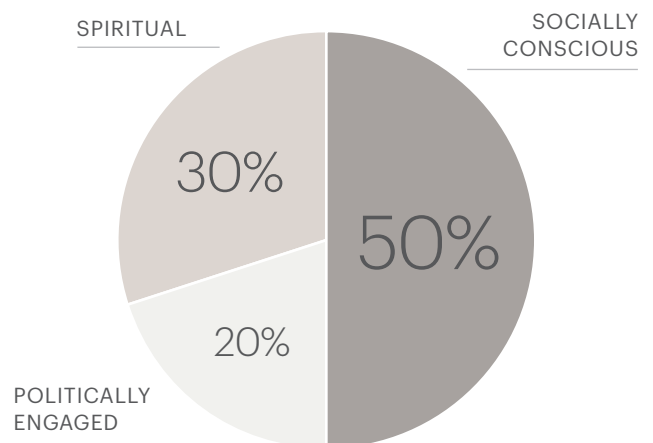
TECH SAVVINESS

8

(OUT OF 10)

USE OF SOCIAL MEDIA

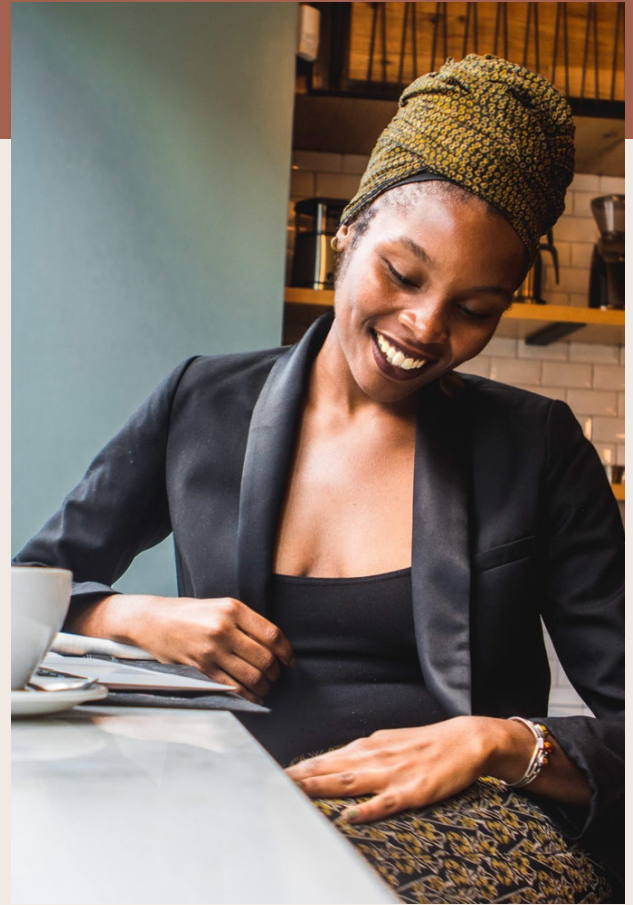
LIFESTYLE CHOICES



38	Afro-Asian
AGE	ETHNICITY
MEng	Montréal
EDUCATION	LIVING
Married	\$240k
RELATIONSHIP STATUS	HHI

THE SAGE

KIMORA KAYA



When Kimora walks into a room, people gravitate towards her. She has a glowing personality and a natural flair in social situations. And just below the surface is her compassion for human welfare. When she's not busy working overtime as a Systems Engineer, she's either volunteering at a local shelter or organizing events through the Humanitarian Coalition to raise awareness of major disasters around the world.

Kimora's wealth of knowledge about these world issues isn't limited to events, but is evident in her personal blog. Her passionate writing has reached many, and resulted in invitations to charitable functions around the world. Because of this, she is an advocate for companies that do good across the globe.



BOOK CLUBS



MEET-UPS



BLOGGING

What Kimora values most and where she invests her time

TECH KNOWLEDGE

8

(OUT OF 10)

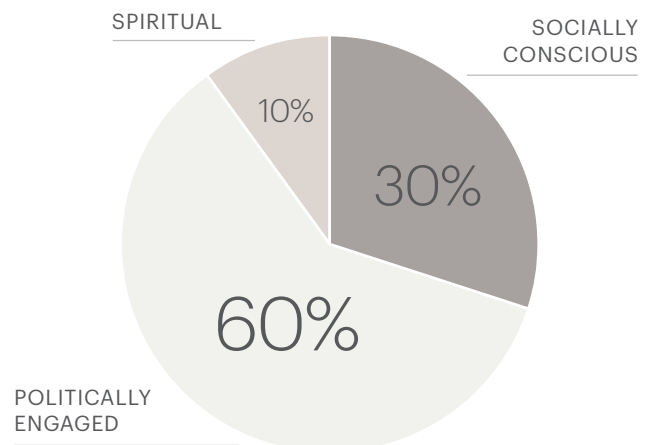
TECH SAVVINESS

9

(OUT OF 10)

USE OF SOCIAL MEDIA

LIFESTYLE CHOICES



43	Italian
AGE	ETHNICITY
RDN	New York
EDUCATION	LIVING
Married	\$350k
RELATIONSHIP STATUS	HHI

THE EXPLORER

ALLIE DE LUCA



Allie and her husband Marco left their hectic jobs 3 years ago to sail around the world. Together, they learned so much about themselves, and were immersed in so many different cultures and traditions. Throughout these life experiences, Allie and Marco developed a deep passion for ocean conservation.

Now recently back in Manhattan, maintaining that connection to life is of utmost importance to Allie. She lives a holistic lifestyle and is an avid yoga practitioner. She believes in maintaining a small ecological footprint and looks for companies that fit with her ethos when purchasing gifts for others, or products for her growing family.



TRAVEL



YOGA



PHOTOGRAPHY

What Allie values most and where she invests her time

TECH KNOWLEDGE

8

(OUT OF 10)

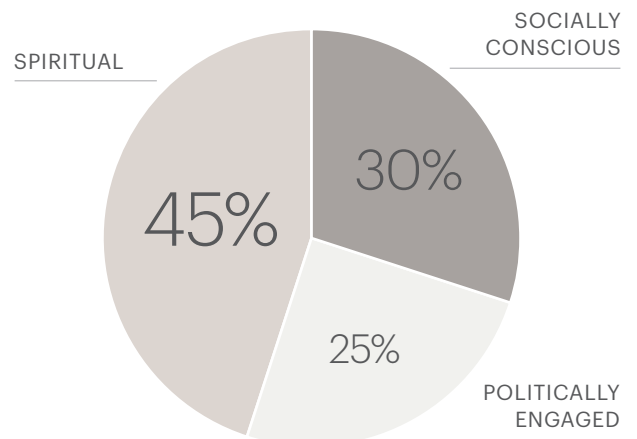
TECH SAVVINESS

7

(OUT OF 10)

USE OF SOCIAL MEDIA

LIFESTYLE CHOICES



25	Caucasian
AGE	ETHNICITY
GED	Port Dover
EDUCATION	LIVING
Single	\$90k
RELATIONSHIP STATUS	HHI

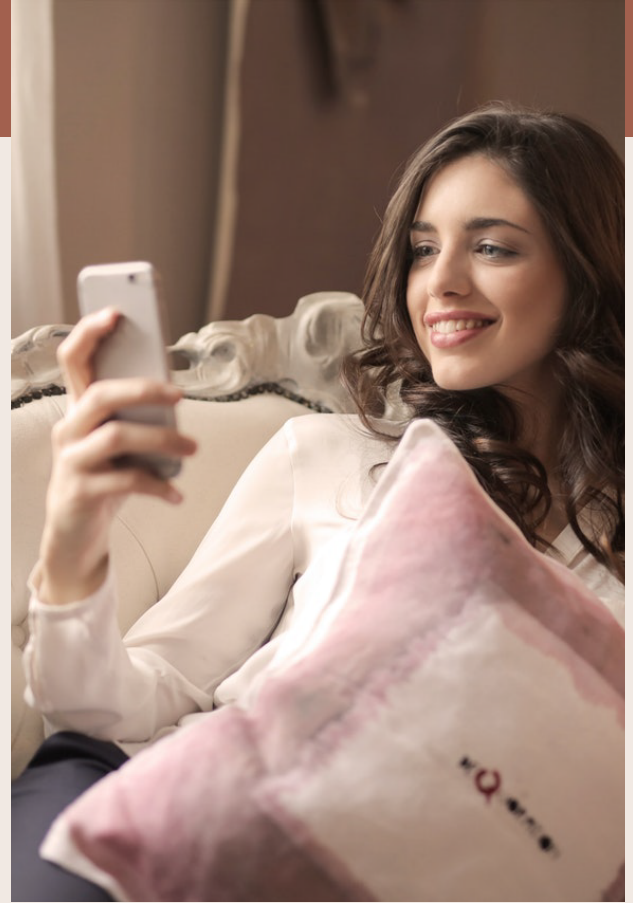
ANTI-PERSONA

CHRISTINE JENKINS

Christine lives at home with her parents in Port Dover, where she is a waitress at The Beach House. She has completed high school, but is still deciding what she would like to do as a career. She is constantly on her phone, spending hours on her social channels. Her phone is her lifeline — she follows all of her closest friends and family on Facebook, Instagram and Snapchat.

In her spare time she likes to shop on some of her favourite fast fashion sites. She tries to imitate the Kardashians, and looks for cheaper alternatives to some of the high end fashions they sport.

Christine is very self involved and has no interest on her impact in the world.



- NETFLIX
- TRAVEL
- LOCAL EVENTS

What Christine values most and where she invests her time

TECH KNOWLEDGE

9

(OUT OF 10)

TECH SAVINESS

10

(OUT OF 10)

USE OF SOCIAL MEDIA

LIFESTYLE CHOICES

