

Target Audience Definition for Matador Beef Jerky

Demographics:

- Age: 18-25 years old
- Gender: Any
- Race/Ethnicity: Any
- Income: Under \$50,000 per year
- Education: Post-secondary education; college degree
- Occupation: Full/part-time job, likely their first
- Family Status: Single
- Heavily involved in digital platforms and mobile devices
- Busy, on-the-go, fearless adventurers
- Enjoy telling stories, taking photos, and road trips
- Popular among social groups and not afraid to show off or speak their minds

Current Usage Habits:

- Immediate consumption product, impulse purchases
 - Road trips, music festivals, etc.
- Not very many “stock up occasions”
- Occasional user and often new user
- May typically purchase Frito Lay products
- Enjoy as a salty, filling protein snack
- Tender, bite-sized pieces preferred to slabs of meat

Needs Mindset:

- Wants choices to represent “bold” lifestyle
- Willing to try something new
- Wants to interact with brands who are down to earth, self-aware, and relatable
- Wants a more satisfying, filling snack