


Matador Jerky's digital presence provides adventurous college-age individuals with road trip destinations (music festivals, campsites, etc.) and road trip games/activities to help fuel and inspire their bold lifestyles.



1. Who - adventurous college-age individuals, the risk-takers and free spirits
2. What - potential road trip destinations such as music festivals, campsites, theme parks and road trip games
3. Why - supports, fuels, and inspires a bold lifestyle