



# ANGLING ACES

## - AUDIENCE -

### WHO

- Mostly male
- 30 - 60 yrs
- International  
- U.S. & U.K.
- Financially comfortable

### LOOKING ON

- Specialist websites
- Forums
- Magazines
- Word of Mouth
- Facebook

### VALUES

- Independence
- Tradition / nature
- Adventure
- Challenge

### ATTITUDE

- Looking for an escape/holiday.
- Capable
- Hunter/gatherer
- Rational/  
knowledgeable
- Methodical

## - GOALS -

### PRIMARY

- Catch amazing fish
- In amazing places
- Get better at it

### SECONDARY

- Be prepared -  
have all the right  
gear and tackle
- Share and compete  
with peers

### PERSONA THOUGHTS:

\* *YOUNG & GUN*  
COMPETITIVE, FOCUSED  
ON THE CHALLENGE  
AND GETTING BETTER.

\* *OLD HAND*  
MORE TRADITIONAL  
AND FOCUSED ON  
THE EXPERIENCE.