

## THE DAY DREAMER

The Day Dreamer works from home most of the time, where he vapes at his desk all throughout the day. He loves to "nerd out." You will find him on tech review forums and several Reddit threads, researching and discussing vaping technology and others. He is married, and his wife vapes too, but only when she gets home from her office job, so she has her own device, which is not as high-tech as his.

What he is looking for in a vape device is high-performance and advanced mechanics that he can confidently brag about online or to his friends, who look to him as the subject matter expert in all things high-tech. But he also wants something that looks cool and delivers on quality, value, and performance. When he finds it, he will pay top price. When he really likes a device's performance, he will also try to convince others online and in his social circle that his brand is the best and is an industry leader.

### Characteristics

Age: Middle age, 30-36

Income: M1 about \$5000 per month, \$60,000 per year

Occupation: Remote tech worker

Ideal DTL Vape Qualities: High-tech, high-performance, superior battery power, customizable settings, brand recognition, futuristic, cool

### Emotional drivers

Independence, inner expression, peer acceptance



**TRADER JOE'S**

**FUJIFILM**

**SAMSUNG**

## THE GAME CHANGER

The Game Changer picked up smoking as a teenager and preferred flavored cigarettes. However, after finishing college and working various construction jobs, he finally got a better-paying office job as a customer service representative in call center. He still has those blue-collar roots but wants very bad to shake that manual labor image. In response, he has gone through a metamorphosis. He is eager to present this new professional image to the world and separate his image from that of his younger, lower-earning years.

He will still vape during work hours, outside in public due to indoor vaping bans, and in his car on the way to or from work. Although low-key about his habit, he will seek out and find other vapers to hang out with at work and to show off his vaping "gear" to. He vapes profusely in his personal time, at home, and around friends. His vaping device is used to demonstrate his newly elevated status, show he is cool, and to post pictures of on social media.

### Characteristics

Age: Younger, middle age, 28-34

Income: L2 about \$3750 per month or 45K per year

Occupation: Formerly blue collar, office worker

Ideal DTL Vape Qualities: looks high-tech, looks high-end, convenience, solid battery power, fashionable, high-end

### Emotional drivers

Social connections, upward mobility, early adoption



NORDSTROM  
rack

YouTube



## THE GO-GETTER

The Go-getter is smart and focused on his life and career goals. He is in upper management at his sales firm, so he won't vape around his coworkers. But, since he thinks of himself as a strong and powerful leader at work, he likes products that look and perform the same.

He has a wife but no kids. His wife does not like him vaping in the main part of their house, so he vapes in his office or den, where he stores his growing collection of DTL devices. On the nights and weekends he does a lot of gaming and wants a vape that will impress his online friends.

He'll find his device while browsing online and make a trip to a specialty tobacco shop to buy it because it comes from a leading brand, gives the best smoking experience, looks innovative, and because it trusts it will be technologically superior to others in performance.

### Characteristics

Age: Middle age, 35-45

Income: H1 about \$8000 per month or \$96,000 per year

Occupation: Upper Management Sales

Ideal DTL Vape Qualities: looks high-end, comes from an industry-leading brand, technologically superior, comfortable, and high-quality feel

### Emotional drivers

Power, wealth, high-end gear



ARTICLE.



EVERLANE

## The Regular Guy

The Regular Guy is a skilled blue-collar worker that makes good money. He's heavy set, with a "dad-bod," and started vaping to quit smoking for health reasons—he was worried about his heart health. He is a self-employed electrician who works with his hands. His job means he is in other people's homes throughout the day, so he can't vape while working. But he does vape in his Ford Super Duty F-450 work truck on his way from job to job.

He wants a dependable DTL device that performs better than the MTLs he originally started smoking. He appreciates quality in a device and is willing to pay more for a vaping device from a brand he knows he can trust. He has one of all the top DTL brands in his collection of vape devices. He has personal pride in his collection and will show them off to other vaping friends at his barbecues or in his "man-cave" basement during poker night. However, he won't ever use it upstairs since he has a toddler in the house. The device he uses every day needs to have the best screen, best battery, excellent hand feel, highest over all quality, and presets.

### Characteristics

Age: Middle age, 36-45

Income: M2 about \$7000 per month, \$84,000 per year

Occupation: Self-employed electrician

Ideal DTL Vape Qualities: high-quality, superior performance, excellent battery power, customizable settings, high perceived value, powerful

### Emotional drivers

quality, family, independence

