

REI Buyer Persona



Trekking Todd

Nongender Based ~ 44 and younger ~ Living in the Pacific Northwest

Entry Level to Upper Management ~ Higher Education

Upper to Middle Class with incomes of \$70,000+ with disposable income

Outdoor Adventure Enthusiast & Environmental Activists

Narrative

Todd is interested in a lot of sports and outdoor activities, including hunting, fishing, mountain climbing, weight lifting, wrestling, hiking, that values environmental sustainability and connection to the community.

Personality

Passionate * Energetic * Adaptive * Resourceful * Personable * Creative
* Adventurous * Ambitious * Determined * Fun * Competitive

Expectations / Goals

- ◆ Connect with similar sport-enthusiast people
- ◆ Compete in local CrossFit tournaments
- ◆ Participate in trekking events around the world
- ◆ Complete retirement in five years
- ◆ Community Involvement



QUOTE ~ “Do hard things in life, hard things build strength, mental toughness and spiritual muscle, so do hard stuff even when no one is paying attention.”

KEYWORDS

Sports Aficionado
Outdoor Adventures
Fitness Devotee
CrossFit Lover
Competition
Avid Outdoorsman

REI PERSONA Trekking Todd

REI’s Persona focuses on outdoor educational programs, sponsoring community events and donating to conservation organizations in higher income areas. REI’s sustainability model being the lead motivator for Todd’s brand loyalty to REI along with their group trip and adventure outings. Trekking Todd goal driven lifestyle makes him the perfect REI Persona. Todd would appreciate REI’s credit points towards travel options with his instore purchases.

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References:

[REI Website](#)

[REI: Brand Positioning Case Study](#)

[IBIS World](#)

[REI Marketing Strategy: Building a Sustainable Brand](#)

[REI Re-Branding Proposal](#)



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