

Tyler

Middle School Student & Three-Sport Athlete



Quote:

“To me it’s always the end of the game, the very last out, and I’m up to bat. The ball sails from the pitcher’s hand, but I see it in slow motion and — BANG — it’s one. We win! We win.”

Tyler Schumacher

Age: 13

Occupation: Student

Major Responsibilities: Get good grades, stay out of trouble. Occasionally babysit his nine year old sister.

Education: In 6th Grade

Family Status: Lives with mother, father and sister. Parents are married.

Ethnicity: Caucasian

Environment:

Tyler is connected all the time. Between texting his buddies about where to meet for a pickup game of basketball, he's using his family's desktop computer to check out videos on YouTube, and scores on espn.com. He often has his friends over to play Super Street Fighter on his PS3, and they sometimes play over the internet against his cousin who lives across the country.

His parents aren't as technically savvy as Tyler, but they're learning. Tyler's dad has started playing a few Super Street Fighter games with the guys, and his mom is constantly on Facebook.

Triggers for Action:

Tyler plays a lot of sports, and needs new equipment every time he outgrows a glove, breaks a racket, or loses a soccer ball. When his buddy got the Duke football, Tyler had to have one too. His mom does the actual purchasing for him.

Ultimate Goal: Dreams of someday playing professionally.

Factors that May Impact Engagement with Wilson:

Tyler's friends may begin to be interested in a different brand, and that would impact Tyler's opinion of Wilson products. Being a preteen, he may also become overly involved in video gaming and socializing, thereby minimizing his sports participation.

Needs to Interact With: Coach, parents, friends, pro players.

Mike

Coach



Quote:

“I keep this Paul ‘Bear’ Bryant quote in the locker room for the boys to see:

‘It’s not the will to win, but the will to prepare to win that makes the difference.’”

Mike Brown

Age: 39

Occupation: Football defensive line coach, East coast college

Major Responsibilities: Provide coaching and guidance to his players, support his family

Education: Bachelor's Degree

Family Status: Married, three children

Ethnicity: Caucasian

Environment:

Mike uses his Palm to check email and check periodic text messages from his two buddies and wife. He uses his laptop in his office for work, and at home to catch up on [espn.com](#), the Drudge report, and [Fark.com](#). He's constantly checking out sports blogs, sometimes commenting on them.

A year ago, his college asked him to become a blogger for his school, and he submitted only one entry. He found he simply didn't have time for it.

Triggers for Action:

New season of football with new players to dress. Broken equipment like helmets and torn jerseys. New products available like practice footballs and specialty footballs for kicking. He may also need or recommend special equipment to nurture a star player.

Ultimate Goal: Provide the best apparel and equipment to his team, at the lowest cost to the school.

Factors that May Impact Engagement with Wilson:

The school has just appointed a new female president and a new head of the board of directors. Mike is somewhat worried about his job security, since his team has been in a losing streak.

Needs to Interact With: Players, school administrators, Wilson relationship managers.

Brandon

Basketball Enthusiast



Quote:

“You can be seven-foot-seven and I’m coming right at you. Every time.”

Brandon Taylor

Age: 24

Occupation: Sales Professional, former mid-major college basketball player

Major Responsibilities: Make enough money to live and play well.

Education: Bachelor's Degree

Family Status: Single

Ethnicity: African American

Environment:

Brandon is constantly on his Blackberry, chatting with or texting the woman he's dating that week, catching up on his Twitter feed or checking basketball scores. He can frequently be found hitting the latest club or playing basketball with his friends, who are also unmarried and very involved in L.A.'s social scene. He can often be found catching a game at the Staples Center.

At work, Brandon often emails links to funny or interesting articles to his friends and family, but he rolls his eyes at the "chain" emails his mother sometimes sends him. He is highly competitive at work and has won several sales awards in the last year.

Triggers for Action:

Brandon will buy the latest sneakers, sports apparel and equipment that his favorite celebrities or pro athletes are using. He is nostalgic for his college basketball days, and keeps his very first Wilson basketball as a keepsake. He is easily influenced by style, pro recommendations and his friends' advice, but he also wants dependable equipment that performs.

Ultimate Goal: Kick ass and look good doing it.

Factors that May Impact Engagement with Wilson:

Changes in fashions, what the Pro's are wearing.

Needs to Interact With: Peers, other athletes.