active MARKETING group

Marketing Innovation Through Access and Insight

THE SWEET SPOT OF AN UNTAPPED MARKET

Endurance Triathlon

MEET MICHAEL BELL, TRIATHLETE

Michael is a competitive triathlete and works out more than 10 times a week. He has run several marathons and half marathons. He's completed over 25 triathlons and has done the Hawaii Ironman twice. His favorite activity is to bike and he enjoys biking with his bike team at night and on the weekends.

Who is He?

- Michael Bell is a 45 year old Caucasian male from San Francisco, CA. He owns a 2 bedroom flat in the city and has never been married. His household income is $140k.
- Michael works as the Vice President at a Web Design Firm. He is passionate about his work and is very outspoken about his opinions and views. He considers himself intelligent and is extremely confident.
- Michael graduated from the University of Ohio and received his MBA at Santa Clara a couple years after he graduated college.
- Michael owns one car, a four door sedan and tries to ride his bike to most places to save money on gas. He owns four bikes: two road bikes, one mountain bike and one multi-functional bike.

What is He Doing?

- He enjoys spending his money on products for his active lifestyle, like race wheels, swimming accessories, home-exercise equipment and sports attire.
- Michael is extremely competitive and enjoys racing his friends at events and during workouts. He is consistently upgrading his gear to keep up with his triathlon friends.
- Michael usually spends his free time training, reading magazines and books or unwinding with a beer or glass of wine.
- Michael spends time reading up on new products and gear, nutrition, professional sports news and events in magazines and online.
- He shops organically at the local farmer markets and buys a lot of nutritional products like vitamins, sports drinks, bars, energy gels, fruit, vegetables and bottles of water.
- Michael travels over 10 times a year for business. When not traveling for business, Michael frequently travels for races and events. He's been to Europe every year for an international bike race and travels nationally for races at least 4 times a year.

What are His Beliefs?

- Michael is very supportive of charitable causes and has done Team in Training several times to raise money. He also donates a portion of his money each year to causes close to his heart.
- Michael really wants to get the most out of life and his career. He enjoys doing activities that test his skill level and courage.
- He is very prideful and has difficulties being in a relationship because of his independent nature.

Sources: (April, 2008) Comscore Active.com Report. (2007) Active.com Consumer Survey Feedback. (2006) Active Network Consumer Feedback. Triathlete Magazine Media Kit 2008.