

THE SWEET SPOT OF AN UNTAPPED MARKET

Youth Sports

MEET BRAD JOHNSON, LITTLE LEAGUE ENTHUSIAST

Brad loves sports especially baseball and soccer. He plays Little League for the Braves in the spring and traveling soccer in the fall. Brad also likes playing pick up basketball and skateboarding with his friends. But because his schedule is full of sports year round, he doesn't have too much time for any other extracurricular activities. Brad likes to hang out and goof around with his teammates when they are traveling for games and scrimmages. He never leaves home or travels without his cell phone, Nintendo Gameboy Advance and iPod.

Who is He?

- Brad Johnson is a 13 year old African American 8th grade boy from Deerfield, IL. Brad's father, David, is a customer service manager at APAC and his mother works as an administrative assistant at Baxter Healthcare.
- Brad's parents have a household income of \$110K and own a four bedroom house in an older middle class suburb of Deerfield. Brad's parents own two cars, a mini van and mid-sized sedan.
- Brad has one sister, Kristy, who is 10 years old. Kristy plays recreational soccer and does gymnastics. Her gymnastics training and travel are more expensive than the other sports and Brad's parents frequently have to say "no" to some events because of the cost.

What is He Doing?

- Brad's baseball coach has created a website for his Little League team and he and his parents use it often to check on news about his schedule, opponents, standings, rained out games, snack schedules and updates.
- Brad's parents are constantly car pooling to maintain each of their kids practice schedules and spend a lot of their money on new gear and sports training for their kids.
- Brad spends his allowance on new video games and movies with his friends. He also spends a lot of money on after school snacks at local fast food establishments where the kids and his teammates from school hang out.
- Brad uses the Internet to check sports scores and to download music for his iPod and cell phone. He keeps in touch with friends through texting and social networks where he likes to check other people's profiles.

What are His Beliefs?

- Brad constantly worries about being perceived as cool and is afraid of not being popular.
- Brad is weary of major apparel brands for his clothing style but likes to buy his baseball gear and soccer gear at sporting stores.
- Brad worries about going to high school and being in 9th grade. He is very determined to gain the starting pitcher role on this freshmen baseball team next year.

