

malcolm chang

Art Direction

View the full portfolio at <http://www.thecreativefinder.com/malcolmo00>

Professional Experience and Curriculum Vitae

hello

Previous Clientele

hello

Awards and Accolades

hello


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PRIMARY TARGET AUDIENCE







DEMOGRAPHIC

 Age: 25-29

 Gender:
Male/Female


 Occupation: University Students,
Young working adults


 Income: \$1000 - \$3000



PSYCHOGRAPHIC


Adventurous lifestyle
Culinary exploration
trekking enthusiast
Social Media savvy
Internet generation
Interest in historical landmarks








SECONDARY TARGET AUDIENCE







DEMOGRAPHIC

 Age: 65+

 Gender:
Male/Female

 Occupation: Retired

 Income: \$1000 - \$2200



PSYCHOGRAPHIC

Religious followers
Traditional
Seeking faith
Interest in historical landmarks

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WWW.THECREATIVEFINDER.COM