

TARGET AUDIENCE PROFILE

AGE 12-18
 GENDER mainly Male
 OCCUPATION/JOB ROLE Part-time job

INTERESTS/HOBBIES
 . Games . Pixels
 . Horror . Jump scares
 . RPG . Computers
 . Strategy
 CURRENTLY PLAYING . Minecraft . The blinding of Isaac
 BOOKS/FILMS/TV/MUSIC ETC.
 . Metal . Saw
 . Rock . The hunger games
 . Pixel . Frainstia
 . Monster inc

KEYWORDS
 . Horror . Jump scare . Helplessness . Scary
 . Death . Nausea . Pixel . Dramatic . Fast paced
 . Game play

