

# Albert

68, retired with a grandchildren

## The Racing Expert

Sixty years ago Albert got his first bird. It was kept in his Cousin Tommy's coup. He used to keep the coup clean for Tommy after Tommy had got more interested in drinking. Albert got to enjoy the routine. The world around Albert has change but the routine stays the same.

Not that Albert is a sentimentalist. His birds are part of his sport. He races pigeons and has had some good times doing it. Having retired from work he now has a social circle that comes from racing, not that work was much of a social circle in the last ten years. Everything has changed. The birds though are a routine.

Albert knows how to get the best out of his birds. He knows what to feed them, he knows what they should be eating and when. A lot of this knowledge comes from the superstitious around pigeon racing but Albert is serious enough to know that winning in a sport is not about Old Wives Tales.

At least that is what he tells his wife. Albert has a family around him. His grandkids are having kids soon. Life is change.



## Primary Goal

To look for performance benefits that could come from the Bucktons mix and compare that to other products and other brands and to select a product from the range that best suits his plan for his birds and then to find where he can purchase.

## Secondary Goals

To look for race and event information.

To look for nutrition information and racing advice if not to follow himself then to see what other racers may be reading.

## Interest

All Pigeon Racing foods. He has known Bucktons as a brand for years and while he has heard stories about a change of recipe he has never seen any facts to support this. He sees the products on shelves and knows the brand from events and shows.

## Engagement

Albert is not a silver surfer but neither is he bamboozled by technology. He is not experienced and he does not trust online shopping but he has seen enough changes to know that if you cut yourself off from what is new, you cut yourself off.

# Bryan

56, divorced with passion

## The King of Rome

Things have not been easy for Bryan and he has faced up and faced down a lifetime of challenges. He had a hard childhood with a hard father and did not do much at school. Went to work but lost his job because of Thatcher.

He was “reskilled” and ended up working for kids as a security guard sitting on a stool with a clipboard. A man used to be proud of his job. The world used to seem massive and full of possibilities. It does not seem like that anymore.

Bryan’s coup is where he gets away from things. All the lads had a coup when he was younger, no, that’s a trick of memory. Lads were less interested in birds than he was and some coups were empty. Maybe they never felt it?

Felt it. He could not even put it into words when he used to talk to his ex-wife about what it was about pigeons and pigeon racing that he loved. He feels it. The release when you open the basket and hear the flap of wings before you see the bird, and then as soon as you do it is past you and in the air and away and you watch it push away from Earth and away. He watches his birds until he can’t see them in the sky and then makes sure he spends seconds looking at the sky where they were.

And then the sight of them when they return. Ginger – that is his favourite bird – Ginger will cheekily land back in the coup and stand there like the King of Rome as if he has never been away. He names all his birds but he does not always tell people what those names are. He talks to his birds.

The birds take up time but he thinks of it as time well spent. Let’s not get too sentimental about this, they are birds, but he looks after them. That is his duty. In a world that seems to shrink around him that is what he does.

## Interest

All Pigeon Racing foods. He knows Bucktons as a brand and has heard people talking about it with some saying they use nothing else. He knows they were bought by someone big and are all corporate now. He sees the products on shelves and at shows.

## Engagement

Bryan has a new smartphone and an old desktop computer. He knows his way around the Internet and gets involved in discussions and content about subjects that interest him.



## Primary Goal

To investigate the quality of Bucktons and to better understand the nature of the product in the marketplace of Dutch brands and rumours of corporate involvement and, should he find positive answers, to look at the cost of Bucktons, and then to find out where he could buy the product.

## Secondary Goals

Performance benefits are less important than cost and convenience.

To look for community events and support and should he find them to engage with the content.

# Calvin

47, with an extended family

Keeping a Cockatoo or two

It started as a joke really. "Can I borrow your bird for a bird?" Calvin had said to his friend Robbie because the girl he was dating always used to like to try make the Cockatoo talk but there was something about the bird he clicked with. In the end Robbie told him he might as well have the bird he spent so much time with it. He kept it longer than the girl.

Birds have become a bit of a passion for Calvin. He has a couple of Cockatoos and they make a Hell of a noise but he likes the sound in the house. His nieces and nephews come round and play with the birds just like he used to. Calvin is part of a big family and the birds are a part of him.

And the birds are no problem. He comes in from work and they chirrup warmly. They are not a lot of effort either – not with the family helping – and he is proud of how beautiful they are. He puts that down to attention and affection that he puts into looking after them. Everything gets better if you give it attention and affection.

The birds are a part of his life and he'll always keep a cockatoo or two.



## Primary Goals

To investigate the benefits of Bucktons to see if it offers anything over his current brand and if it does to find where he can buy Bucktons.

To find where he can buy Bucktons either more conveniently or cheaper than he currently does.

## Secondary Goal

To find care and health tips for his birds.

## Interest

Cage and Avery products. He does not know the values of Bucktons as a brand but sees that they are on sale at some shops where he buys food.

## Engagement

Calvin has an iPad he can use to look online and that replaced the laptop he used to use and he thinks his TV can get online and he is sure that one of the nephews knows how do to that but he doesn't need to. In short Calvin has enough technology for him and will have no problem getting online.

# Dolly

53, married with a nest that will fly soon

## The industrial scale bird feeder

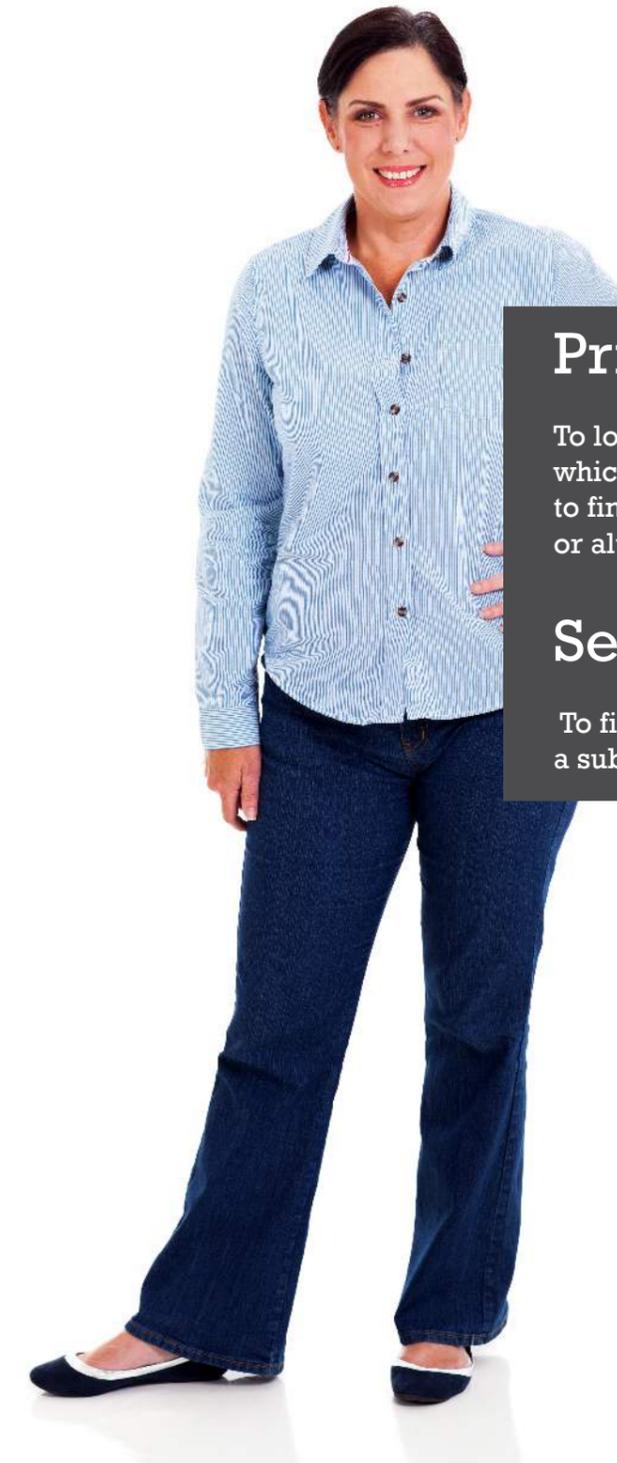
Dolly once put some fat out in the back garden and a woodpecker came down. Things have scaled up since then. She told her brother, her brother bought her a birdbath for her birthday and she liked watching the birds in that and so she bought a bird house which brought more birds but rats as well so she got some rat traps.

She got some binoculars to watch the birds from her Conservatory and enjoyed that. She is not a Twitcher although her children tease her that she is she just likes watching the birds. She read that different feeds will attract different birds and so she got a set of different feeders which brought in more and varied birds regardless of what food she put in them.

One time she was filling a feeder and a falcon – not a hawk but a falcon – had perched on the fence looking at her. Literally feet away from her! It was still save its head flicking from side to side. She watched it close up for a minute and then quick as a flash this falcon – maybe a kestrel – dived off the fence and seemed to be about to hit the ground but it spread its wings and was up and away rising thirty or forty feet in less than a second. Then it was gone.

She tells the story in a dreamy way. Two sets of binoculars sit in the Conservatory now, and a few books on species. <http://www.rspb.org.uk/wildlife/birdguide/> is a must.

She spends a lot on feed because she buys it in small amounts and she is looking for a way of buying something good in bulk to make feeding less expensive. “We have an industrial sized bird feeding operation” her husband says.



## Primary Goal

To look for prices of a wild bird food which she sees as offering quality and to find if she can buy that food online, or alternatively where she can buy it.

## Secondary Goals

To find information about wild birds in a suburban context.

## Interest

Wild bird food products. She does not know Bucktons as a brand.

## Engagement

Dolly and her husband share a tablet computer but mostly she uses her laptop. Its slow but does the job.