

LESSON 06

CASE STUDY TARGET MARKET

Today's Objectives:

- ✓ Define target market and identify the **target market** of your case study.

Today's Date:

- ✓ Use your case study's target market to create a marketing persona.

Bell Ringer:

Look at the pictures below. Write who you think would purchase the product that is being shown. Be descriptive about the person's age, gender, race, income level, and hobbies.



Age:			
Gender:			
Race:			
Hobbies:			
Character Traits:			
Economic Status:			

Step 1:

Vocabulary:

- **Consumer:** Someone who purchases products or services for personal use
- **Target Market:** A group of consumers that businesses aim their products or services toward
- **Demographic:** Objective social, personal, and economic facts about people
- **Psychographic:** Personal traits, attitudes, opinions, interests, hobbies, habits, and values
- **Geographic:** Where someone lives – city, country, region, or rural, suburban, urban

1. You are planning your niece's 6th birthday party. What supplies should you buy?

2. Who is the consumer?

3. Describe the target market.

Step 2:

Look at each category that companies use to target their products and services. As a group, try to determine who your target market is for your case study. Remember to think about WHO is buying this product or service.

Category	Attributes of the Target Buyer
Demographic: Objective social, personal, and economic facts about people	Age:
	Race:
	Gender:
	Occupation:
	Education Level:
	Income Level:
Psychographic: Personal traits, attitudes, opinions, interests, hobbies, habits, and values	Attitude about life:
	Opinion about healthy foods:
	Hobbies or interests:
	Personality:
Geographic: Where someone lives – city, country, region, or rural, suburban, urban	Neighborhood:
	Other details about where your buyer lives that are important:

Step 3:

Select one member of your group to present your case study for 1-2 minutes.

1. The name of your case study.
2. The problem that it solves.
3. Details about your target market: demographics, psychographics, and geographics.