

Trade Character Research

Group Member Names:

Our Trade Character

What is your trade character?

Insert CURRENT image of your trade character HERE.

What product or company does it represent?

Where do people commonly see this trade character?

Quick History

When did your trade character come into being?

Insert EARLY image of your trade character HERE.

What was the image of the character then?

Who was the target market for the character?

Evolution of Character

How has the company kept the trade character current?

Insert UPDATED image of your trade character HERE.

How has the image of the trade character changed?

How has the target market changed?

Examples of Commercials or Advertisements

Include examples of current marketing activities. Be prepared to discuss the Product Positioning and Target Markets of the marketing examples.