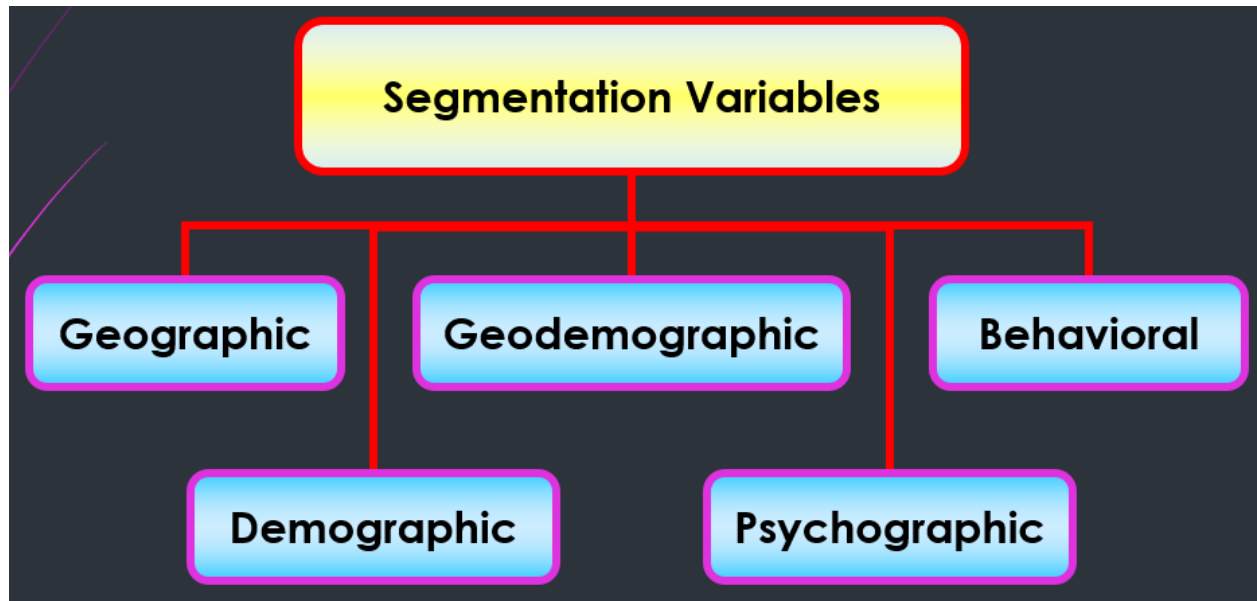# Assessment #3: Segmenting and Target Market Project



**Demographic Segmentation**
- age
- gender
- marital status
- income
- occupation
- education
- race/ethnicity

**Geographic Segmentation**
- Division of the market based on the location of the target market
- People living in the same area have similar needs and wants that differ from those living in other areas
- Climate
- Population density
- Taste

**Geodemographic Segmentation**
- A hybrid segmentation scheme
- Based on notion that people who live close to one another are likely to have similar financial means, tastes, preferences, lifestyles and consumption habits
    - Ethnic foods in grocery store
    - Seasonal clothing items
- Market research firms specialize in producing computer-generated geodemographic market "clusters" of consumers
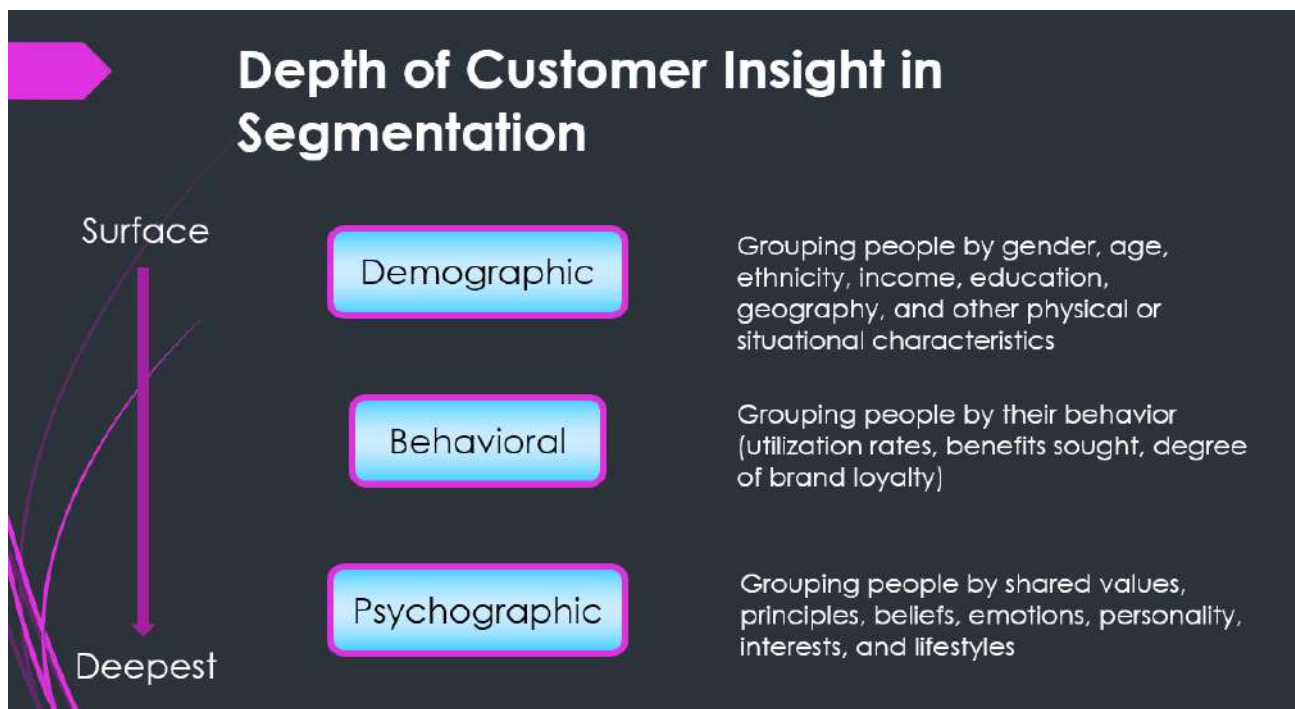
- They have clustered the nation's >250,000 neighborhoods into lifestyle groupings based on postal zip codes
- Marketers use the cluster data for mail campaigns, to select retail sites and merchandise mixes, to locate banks and restaurants, etc.

## Behavioral Segmentation
- Partitioning of the market based on attitudes toward or reactions to a product and to its promotional appeals
- Behavioral segmentation can be done on the basis of:
    - Usage rate
    - Benefits sought from a product
    - Loyalty to a brand or a store

## Psychographic Segmentation
- Partitioning of the market based on lifestyle and personality characteristics
- Marketers use it to further refine a target market
- Its appeal lies in the vivid and practical profiles of consumer segments that it can produce
- Accomplished by using AIO inventories
    - Activities, Interests, and Opinions (AIO) are a person's characteristics used by market researchers to construct the individual's psychographic profile in their research. An individual's AIO is typically unearthed by researchers through their responses to statements or questions in a survey.
- Examples of the use of psychographic segmentation reflected in marketing messages
    - Kellogg's targets health-conscious consumers with brands such as Special K and Product 19 cereal
    - Old Spice is targeting the active sports lifestyle with High Endurance deodorant



Depth of Customer Insight in Segmentation

Surface

Demographic — Grouping people by gender, age, ethnicity, income, education, geography, and other physical or situational characteristics

Behavioral — Grouping people by their behavior (utilization rates, benefits sought, degree of brand loyalty)

Psychographic — Grouping people by shared values, principles, beliefs, emotions, personality, interests, and lifestyles

Deepest

# Your Group Assignment

***With your group, you will…***
1. Select a currently existing product from a company
2. Research and analyze the company's segmenting and target market for that specific product
3. Prepare a professional Google Slides or PowerPoint presentation to inform your peers
4. Record yourselves giving a presentation and walking us through your slides.

For this project, be sure to select a product that is <u>not</u> sold as a <u>mass-market product</u>, but instead a product that specifically targets market segments in order to meet customer needs.

| | | Points Possible | Points Scored |
|---|---|---|---|
| **POWERPOINT OR GOOGLE SLIDES** | | | |
| **Slide 1** | Title page with name of the company, name of the product, an image of the product, and the names of the members in your group. | **5** | |
| **Slide 2** | Overview of the product's <u>4 P's</u>. | **10** | |
| **Slide 3** | <u>Utility</u>. How does this product bring value or usefulness to the customer? Which type(s) of utility does it provide? | **10** | |
| **Slide 4** | Brief overview of the target market. You will get into much more detail on the following slides. | **10** | |
| **Slide 5** | Embed a TV commercial for your product, play the ad, and then explain how the advertisement speaks to and caters to its target market. | **10** | |
| **Slide 6** | Place an image of a print advertisement or social media post from the company for the product and then explain how the advertisement speaks to and caters to its target market. | **10** | |
| **Slide 7** | *<u>Demographic Segmentation</u>* – Explanation with justifications and rationales of <u>at least three</u> demographic categories used to segment this product's target market. You should research this answer. | **10** | |
| **Slide 8** | *<u>Geographic Segmentation</u>* – Explanation with justifications and rationales of <u>at least two</u> geographic categories used to segment this product's target market. You should research this answer. | **10** | |
| **Slide 9** | *<u>Behavioral Segmentation</u>* – Explanation of <u>at least one</u> description of the target market's behavioral segmentation. You should research this answer. | **10** | |
| **Slide 10** | *<u>Psychographic Segmentation</u>* – Explanation with justifications and rationales of <u>at least two</u> psychographic categories used to segment this product's target market. You should research this answer. | **10** | |
| **Slide 11** | Bibliography or Resources slide at end of the presentation that proves you found credible and scholarly research, data, and/or analysis for the information provided in your slides. *For help with research (for this and any other class), I highly recommend reaching out to Ms. McCarthy – our school's Media Specialist, mmccarthyl@aacps.org* | **5** | |
| **Professionalism** | Presentation is neat, organized, easy to follow, and professional in quality. No grammatical errors. | **5** | |

| VIDEO | | |
|---|---|---|
| | You must record your group presenting the slides and turn in the video recording and slides.  You can record using Google Meet, Zoom, WeVideo, or whatever else you choose.  Here's a video on how to record a presentation in a Google Meet: https://www.youtube.com/watch?v=p9MMJfHIcDM | **10** |  |
| | Each group member must speak an equal amount. | **10** |  |
| **GRADING YOUR PARTNERS** | | |
| | 17% of this grade will be your partners grade for you.  You will submit a Google Doc that I will give to you grading each partner with a score from 1-25.  You can find the form in this assignment in our Google Classroom. | **25** |  |
| | **Totals:** | **150** |  |

You will have time in class to work on this together, but if need be, you may need to schedule time with each other during FlexTime.  I *hiiiiiiiiiiiiiiiiiiiighly* recommend sharing your phone numbers and email addresses with one another so that you can contact each other outside of class.

## This project is due in our Google Classroom
## on Sunday, November 8th at 11:59pm.  Good luck 😊

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## Your Groups Created by Last Name Alphabetically

**H Marketing 1A (Mon, Thu)**
**Group 1**
Brown, Elijah
Carson, David
Cinotti, Samantha
**Group 2**
Cole, Christian
Henson, Torreann
Jones, Tania
**Group 3**
Keith, Robert
Kindell, Mykel
Kohlmann, Hailey
**Group 4**
Leddy, Katherine
Lewis, Nhyani
Love, Jacob

**Group 5**
Maddox, Dominik
Magorka, Michael
Morris, Isaiah
**Group 6**
Mosley, Alanna
Murray, Dayon
Nehman, Nicholas
**Group 7**
Quilban, Ryan
Ramirez, Lorejean
Reedy, Jayda
**Group 8**
Sevec, Kieran
Siegfried, Griffin
Small, Emily

**Group 9**
Wajid, Talha
Walters, Mackenzie
Williams, Elisha
Wooten, Taj


**H Marketing 4A (Mon, Thu)**
**Group 1**
Anderson, Grant
Arianna, Marissa
Blanford, Shelby
**Group 2**
Blonder, Shayne
Boyle, Tucker
Branche, Kameren

**Group 3**
Cardozo, Vanessa
Colbert, Chaniyah
Crislip, Kollin
**Group 4**
Dewey, Rachel
Hawkins, Tatiana
Hinger, Cameron
**Group 5**
Hoeffner, Griffin
Kuhn, Garrett
Kutsch, Maya
**Group 6**
Moran, Daniel
Mosby, Ava
Musgrove, Alicia
**Group 7**
Owens, Audrey
Quattrochi, Anthony
Schuette, Jack
**Group 8**
Seelhorst, Michael
Sharpe, Kylie
Shelnutt, Braden
**Group 9**
Smith, Serina
Spurr, Audrey
Steiner, Diego
**Group 10**
Trout, Jillian
Wilkins, Brett
Williams, Elisha

**Group 3**
Beres, Nathan
Borza, Jayden
Burgess, Christian
**Group 4**
Carpenter, Nasr
Coenen, Peter
Cribbs, Reagan
**Group 5**
Dickey, Toby
Donovan, Quinn
Dorsey, Donovan
**Group 6**
Evans, Kaitlyn
Giesbrecht, Alexander
Gorbonos, Andrew
**Group 7**
Greenawalt, John
Hasan, Fateh
Hawkins, Andrew
**Group 8**
Lake, Adam
Loomis, Adam
O'Toole, Nathaniel
**Group 9**
Peete, Nakia
Quinn, Cooper
Schur, Ava
**Group 10**
Thomas, Tyler
Walper, Xavier
Wirt, Timothy

**Group 3**
Cardwell, John
Claggett, Jaelin
Conaway, Ryan
**Group 4**
Courchaine, Thomas
Crehan, Chase
Delgado, Jada
**Group 5**
Gallizzo, Natalie
Hartford, John
Heller, Bryce
**Group 6**
Hicks, Jada
Hoeffner, Sydney
Joyner, Josie
**Group 7**
Koch, Aidan
Kolesar, Mason
Lynch, Aidan
**Group 8**
McGinniss, Kylie
McHarg, Katherine
Merchant, Hailey
**Group 9**
Newell, Abigail
Price, Shyann
Price, Todd
Streeter, Kamiyah
**Group 10**
Viado, Brandon
Wilkerson, Savanah
Wortz, Tristan
Yazici, Aleyna

==H Marketing 1B (Tue, Fri)==
**Group 1**
Afzal, Momin
Backstrom, Brenden
Bannan, Haya
**Group 2**
Barnes, Ashley
Bass, Karim
Baxter, Silas

==H Marketing 2B (Tue, Fri)==
**Group 1**
Argueta-Henriquez, Daniel
Balderson, Colby
Bowker, Sloane
**Group 2**
Brown, Connor
Brown, Grace
Camus, Joseph