

# SHAMPOO SEGMENTATION

Demographics (age, income, occupation, gender, education)



**Directions:** Match the customer/consumer description to the shampoo product targeted for them. Put the shampoo letter answers in the boxes below.

Customer/Consumer	1	2	3	4	5	6
Shampoo Letter	<b>F</b>	<b>C</b>	<b>B</b>	<b>E</b>	<b>A</b>	<b>D</b>

1. Mark, Restaurant Server, College Student

2. Madison, Busy Mom, teacher

3. Marigold, Middle School student

4. Mary, Entrepreneur, likes to stand out and be different

5. Micheal, Engineer, loves his dog

6. Michelle, Accountant, on maternity leave

1



2



3



4



5



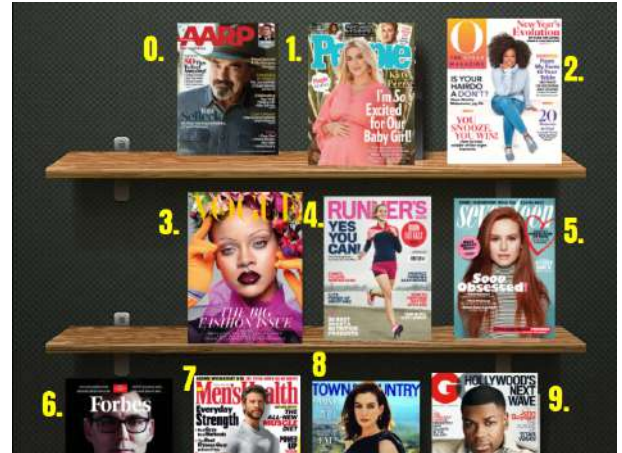
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# NEWSSTAND SEGMENTATION

Psychographics (lifestyle, behavior, personality, values, hobbies, entertainment interests and leisure activities)

**Directions:** Match each magazine number to their audience. All information comes from the magazine's website. Magazine publishers use this data when selling ad space. Brands must match their **target market** to the appropriate magazine audience when buying magazine ad space.



Magazine Number	0	1	2	3	4	5	6	7	8	9
Customer/Consumer Letter	F	G	A	E	I	B	H	C	J	D

A	Median Age: 53. 70% are college educated. 1 in 3 are moms. 55% white, 37% black/ african american, 9% hispanic, 8%% asian. Interested in personal growth and celebrating every aspect of life.
B	Females between the ages of 12 and 17. 1 in 3 readers is a racial minority. 81% of readers say that they love to shop for clothes and accessories. 98% of readers say that they want to go to college.
C	Median age 43.6. 82.5% men. 52.9% married. 34% college educated. 62% own a home. median households income \$84,000. Interested in living a healthy lifestyle.
D	Average audience is 'well-off' white males in their mid-thirties. 71% male.
E	86% female. 66% of readers between the ages of 16 and 34. 63% have above average income. All agree quality is more important than price across a wide range of consumer goods. Interested in fashion.
F	Number one magazine for baby boomer reach. Over 20 million Boomers turn to each issue.
G	70% women. 80% have attended college for at least one class. 42% have at least one child in their household. Average age of reader: 38. 1 in 2 are moms. Interested celebrities, entertainment, and style.
H	Audience is comprised of wealth advisors, business and tech decision makers, business owners, millennials, C-Suite executives, and high net worth investors and consumers
I	Median age 45. average household income \$140,000. 66% married. 89% employed. Active. Like to run. 54% women.
J	63 % female, median age 49.7, average net worth 2.3 million dollars. Interested in luxury, insider shopping, philanthropy, art, design and wellness.

# GEOGRAPHICS

Geographics (physical location; local (Cary), regional (McHenry County), State (United States), International

**Directions:** Match each geographic location to their specialty food product.

**1 Canada**: McCurry Pan™

**2 Brazil**: Passion Fruit Mousse Creamy, sweet and slightly tangy, it is easy to make and can be made with fresh or frozen passion fruit pulp.

**3 England**: SA Breakfast Dish

**4 South Africa**: Coconut Sticky Rice Pie

**5 Italy**: tomato mozzarella turnovers

**6 Russia**: Shepherd's Pie

**7 China**: Tea eggs are simmered in a savory liquid with star anise, cinnamon sticks, Sichuan peppercorns, and black tea until soaked with the flavors of the spices and a refreshing tea fragrance.

**8 India**: McShrimp

**9 Thailand**: McShrimp

**10 Australia**: McShrimp

Location	0	1	2	3	4	5	6	7	8	9
Product	I	A	G	E	H	C	F	B	D	J

- A. Poutine
- B. Tea Egg
- C. Tomato Mozzarella Turnovers
- D. McCurry Pan
- E. Shepherds Pie
- F. McShrimp
- G. Passion Fruit Mousse
- H. SA Breakfast Dish
- I. Cadbury McFlurry
- J. Coconut Sticky Rice Pie