



*marketing*

MOMENT

an activity for high school marketing  
students



## Teacher Directions

This activity can be used many ways. What I like to do is split the group into four teams and give each team a character. They will need to read about the generation the character is from and also about what that individual is looking for. Then each team needs a blank copy of the marketing moment. It is helpful to go over the marketing moment concepts with your class. They need to fill in their graphic and decide who is going to pitch their idea to the class.

This activity can be used when learning about market segmentation, target marketing, or just as a fun marketing activity in any unit.

# Gen Z

## Alex



Gen Z, the generation born roughly between the mid-1990s and early 2010s, is characterized by their digital fluency, diverse perspectives, and social consciousness. Growing up in a world saturated with technology, Gen Z is adept at navigating the digital landscape, relying heavily on social media platforms for communication, entertainment, and activism. They embrace diversity and inclusion, championing equality across race, gender, and sexual orientation. Gen Z is known for their entrepreneurial spirit, seeking innovative solutions to societal and environmental challenges. They value authenticity, crave meaningful connections, and are unafraid to challenge traditional norms and institutions in their pursuit of progress and social change.

# Alex

Age: 20

Location: Urban area, possibly a college town

Occupation: College student

## Interests/Hobbies:

- Sustainability: Alex is passionate about reducing their carbon footprint and making eco-friendly choices.
- Fitness and Outdoor Activities: Alex enjoys hiking, biking, and going to the gym.
- Social Media: Active on platforms like Instagram and TikTok, following influencers who promote sustainable living and wellness.

## Shopping Behavior:

- Prefers online shopping: Alex is tech-savvy and enjoys the convenience of browsing and purchasing items online.
- Values affordability: Being a student, Alex is mindful of their budget and looks for products that offer value for money.
- Seeks eco-friendly options: Sustainability is a priority for Alex, so they are interested in products made from recyclable materials or those that support environmental causes.
- Values aesthetics: Alex appreciates aesthetically pleasing designs and trendy colors that align with their personal style.

## Needs/Wants in a Water Bottle:

- Sustainability: Alex is looking for a water bottle that is reusable and helps reduce single-use plastic waste.
- Durability: As an active individual who frequently participates in outdoor activities, Alex needs a water bottle that can withstand rough handling.
- Portability: Whether it's for carrying around campus or on a hiking trip, Alex prefers a lightweight and portable water bottle that can easily fit in a backpack or bag.
- Leak-proof: Alex wants a water bottle that won't leak, especially if it's being tossed into a bag along with books or electronics.
- Style: Aesthetics matter to Alex, so they are interested in water bottles with sleek designs and trendy colors that they can show off on social media.

## Preferred Brands:

- Hydro Flask: Known for its durable, insulated water bottles in a variety of colors and sizes.
- S'well: Offers stylish and eco-friendly stainless steel water bottles in various designs.
- Nalgene: Known for their sturdy and BPA-free plastic water bottles, popular among outdoor enthusiasts.

Overall, Alex is a conscientious consumer who prioritizes sustainability, durability, and style when shopping for a new water bottle. They are willing to invest in a quality product that aligns with their values and lifestyle.

# Millennial Emily



Millennials, typically born between the early 1980s and mid-1990s, are characterized by their tech-savvy nature, entrepreneurial mindset, and desire for work-life balance. Having grown up in a period of rapid technological advancement, millennials are adept at leveraging digital tools for communication, learning, and collaboration.

They value experiences over material possessions, seeking meaning and fulfillment in their careers and personal lives. Millennials are often credited with driving trends toward sustainability, social responsibility, and diversity in the workplace. Despite facing economic challenges such as student debt and housing affordability, millennials are resilient and adaptable, reshaping traditional industries and embracing new opportunities in the gig economy and remote work landscape.



# Emily

Age: 32

Location: Suburban area

Occupation: Marketing Manager

**Interests/Hobbies:**

Travel: Emily enjoys road trips and exploring new destinations on weekends.

Technology: Emily is tech-savvy and values modern features that enhance convenience and connectivity.

Sustainability: Emily is environmentally conscious and seeks eco-friendly options in her purchasing decisions.

Fitness and Wellness: Emily prioritizes a healthy lifestyle and may be interested in features that promote comfort and relaxation during her commute.

**Shopping Behavior:**

Research-oriented: Emily thoroughly researches her options online, reading reviews and comparing specifications before making a purchase.

Prefers convenience: Emily values convenience and may opt for dealerships that offer online browsing, virtual test drives, and home delivery options.

Values quality: Emily is willing to invest in a reliable and high-quality vehicle that offers good value for money.

Seeks financing options: As a responsible consumer, Emily may explore financing or leasing options to manage her budget effectively.

**Needs/Wants in a Car:**

Safety features: Emily prioritizes safety and looks for vehicles equipped with advanced safety features such as automatic emergency braking, adaptive cruise control, and blind-spot monitoring.

Fuel efficiency: Given her eco-conscious mindset, Emily prefers cars with good fuel economy or alternative fuel options like hybrid or electric vehicles.

Connectivity: Emily values connectivity features such as Bluetooth compatibility, smartphone integration, and built-in navigation systems.

Comfort and convenience: Emily desires a comfortable interior with amenities like heated seats, a sunroof, and a spacious cargo area for storing luggage or groceries.

Reliability: Emily seeks a dependable vehicle with a strong reputation for reliability and low maintenance costs.

**Preferred Brands:**

Toyota: Known for its reliability, fuel efficiency, and hybrid options like the Toyota Prius.

Honda: Offers a range of reliable and fuel-efficient vehicles with advanced safety features like the Honda CR-V or Civic.

Tesla: Emily may be interested in Tesla's electric vehicles for their innovative technology, long-range capabilities, and sustainability focus.

Overall, Emily is a discerning shopper who values safety, sustainability, and modern features when searching for a new car. She is willing to invest in a reliable and high-quality vehicle that aligns with her lifestyle and values.

# Gen X

## Sarah



Gen X, born roughly between the mid-1960s and early 1980s, is characterized by their independent and pragmatic approach to life. Growing up in a time of societal shifts and economic uncertainty, Gen Xers are known for their resilience and self-reliance. They are often described as the "forgotten middle child" between the larger Baby Boomer and Millennial generations, yet they have made significant contributions to technology, pop culture, and the workforce. Gen Xers value work-life balance and prioritize family, often juggling responsibilities at both work and home. They are skeptical of authority and traditional institutions, preferring to forge their own paths and chart their own course in life.

# Sarah

Age: 50

Location: Urban or suburban area

Occupation: Project Manager

## Interests/Hobbies:

- Travel: Sarah enjoys traveling for both work and leisure, often going on business trips and family vacations.
- Organization: As a busy professional and parent, Sarah values organization and seeks luggage that helps streamline packing and keeps belongings neatly organized during travel.
- Durability: Sarah prioritizes durability and reliability in her luggage, especially since she travels frequently and wants luggage that can withstand the rigors of airline travel.
- Style: While functionality is important, Sarah also appreciates stylish luggage that reflects her personal taste and complements her professional image.

## Shopping Behavior:

- Research-driven: Sarah conducts thorough research before making a purchase, reading reviews, comparing features, and seeking recommendations from friends or colleagues.
- Quality over price: Sarah is willing to invest in high-quality luggage that offers durability, functionality, and style, even if it means paying a premium price.
- Brand loyalty: Sarah may have brand loyalty to well-known luggage brands that she trusts and has had positive experiences with in the past.

## Needs/Wants in Luggage:

- Durability: Sarah prioritizes luggage made from durable materials like polycarbonate or ballistic nylon, with reinforced corners and sturdy zippers to withstand rough handling during travel.
- Size and Capacity: Sarah needs luggage that offers ample storage space for both short trips and longer vacations, with multiple compartments and expansion options for packing flexibility.
- Maneuverability: Sarah prefers luggage with smooth-rolling wheels and telescopic handles for easy maneuverability through airports and hotels.
- Organization: Sarah seeks luggage with well-designed interiors, including compression straps, zippered compartments, and removable pouches for keeping clothes, toiletries, and electronics organized and easily accessible.
- TSA-approved locks: Sarah values security features like built-in TSA-approved locks to keep her belongings safe during travel.

## Preferred Brands:

- Samsonite: Known for its durability, functionality, and wide range of styles and sizes to suit different travel needs.
- Travelpro: Trusted by frequent flyers and professionals, Travelpro offers lightweight and durable luggage with innovative features designed for frequent travelers.
- Tumi: Recognized for its premium quality and stylish designs, Tumi luggage appeals to Sarah's desire for both functionality and sophistication.

Overall, Sarah is a discerning shopper who values durability, functionality, and style when shopping for a new set of luggage. She seeks luggage that can withstand frequent travel while keeping her belongings organized and secure, without compromising on aesthetic appeal.



# Baby Boomer

## Richard



Baby boomers, born between the mid-1940s and mid-1960s, are characterized by their strong work ethic, traditional values, and significant societal impact. Growing up in a time of post-war prosperity and cultural change, baby boomers witnessed and contributed to major historical events such as the Civil Rights Movement and the rise of feminism. They are often associated with values of loyalty, hard work, and stability, having experienced economic prosperity and opportunities for upward mobility. Baby boomers are now entering retirement age, reshaping the landscape of healthcare, finance, and social services as they age.

# Richard

Age: 65  
Location: Suburban or rural area  
Occupation: Retired

## Interests/Hobbies:

Family and Grandchildren: Richard enjoys spending time with his family, especially his grandchildren, and uses his phone to stay connected with them through calls, texts, and video chats.

Travel: Richard may be interested in travel, both domestically and internationally, and values a phone that can help him navigate and stay in touch while on the go.

Photography: Richard appreciates capturing memories with his phone camera and may seek a device with a good camera quality for snapping photos of family gatherings and travel experiences.

News and Information: Richard stays informed about current events, reads news articles, and watches videos on his phone to stay up-to-date with the world around him.

## Shopping Behavior:

Reliability: Richard values reliability and durability in his electronics, preferring devices that are easy to use and require minimal troubleshooting.

Simplified Features: Richard may prefer phones with straightforward interfaces and essential features, avoiding overly complex or advanced functions.

Value for Money: Richard is budget-conscious and looks for phones that offer good value for money, prioritizing practicality over the latest and greatest technology.

Brand Loyalty: Richard may have brand loyalty to well-established brands that he's familiar with and trusts, such as Apple or Samsung.

Needs/Wants in a Cell Phone:

Ease of Use: Richard prefers a phone with a user-friendly interface, large buttons, and clear fonts for easy navigation.

Long Battery Life: Richard values a phone with a long battery life to avoid frequent charging, especially during long days out or while traveling.

Clear Call Quality: Richard prioritizes clear call quality and may seek phones with noise-canceling features to improve communication.

Adequate Storage: Richard may want a phone with sufficient storage space for storing photos, videos, and apps without running out of memory.

Accessibility Features: Richard may appreciate accessibility features such as larger text sizes, voice commands, and hearing aid compatibility.

## Preferred Brands:

Apple: Richard may opt for an iPhone due to its user-friendly interface, reliability, and seamless integration with other Apple products.

Samsung: Richard may consider Samsung phones for their durability, camera quality, and variety of options catering to different budgets and preferences.

Motorola: Known for producing user-friendly phones with long battery life and affordable price points, Motorola may appeal to Richard's practicality and budget-consciousness.

Overall, Richard is a practical and budget-conscious shopper who values reliability, simplicity, and ease of use when shopping for a new cell phone. He seeks a device that meets his basic communication needs and offers good value for money, without unnecessary bells and whistles.

# MARKETING MOMENT

Character: (circle the character this idea is for)

ALEX   EMILY   SARAH   RICHARD

## Hook

What is the one sentence that makes this memorable?

## Story

3-5 sentences that describe the concept

## Hero

What is the key brand/product that your marketing moment will be about?

## Setting

What is the media channel?

## Value Prop.

How does this help the consumer?

## X-Factor

What is the one thing that will set this apart from anything ever done before?