

Happy Meal® Project

As other requirements are outlined on your grading rubric, The Happy Meal must include further details for the following:

Themed Box

What theme have you selected for your McDonalds Happy Meal Project?

Activity that can be completed on the box

What is your activity?

Some type of digital interaction that can be completed

What is your digital interaction?

Toy Design

What is your toy?

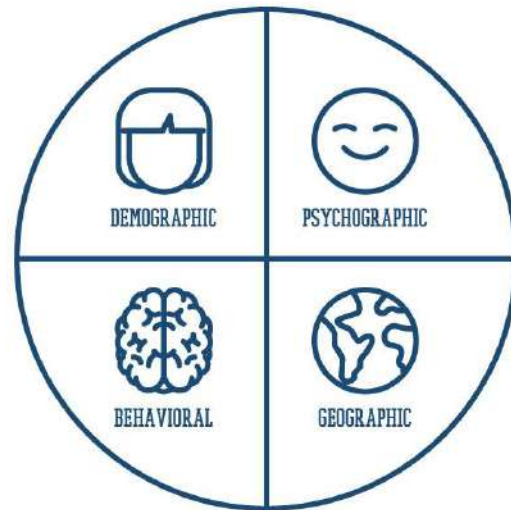
Remember, you need to include the following:

- a. Sketch / drawing of toy that will be included in box
- b. Description of toy

4 Types of MARKET SEGMENTATION

Target Market:

Define, describe and justify your TARGET MARKET.



<i>Demographic characteristics</i>	<i>Psychographic characteristics</i>
<i>Behavioral characteristics</i>	<i>Geographic characteristics</i>