

Group Members:

Date:

## "Target Market People" Activity

### Background:

A target market is a specific group of consumers that have similar wants and needs. In this activity, your group will use market segmentation to create a person who is representative of a target market.

Your task today is to find advertisements in various magazines that your group feels are aimed at your person/target market. After you are finished creating your person, your group will present it to the rest of the class. Please review the attached rubric (p. 2) before beginning!

### Instructions:

- 1) Using a large piece of paper, trace the outline of the body (and cutout) one of your group members; this will be used as your target market person.
- 2) Write the person's name (you pick!) and target market details in the center of the cutout (large enough for presentation).
- 3) Search through multiple magazines to find ads that you think would appeal to your person. Make sure you discuss and agree on EACH ad with your group before you glue it to your person. Feel free to draw on your person as well!
- 4) Be sure to have an explanation as to why each ad fits your target market for your presentation.
- 5) HAVE FUN, WORK COOPERATIVELY, and be CREATIVE!

### Materials Checklist:

- ✓ Scissors
- ✓ Magazines (use a variety)
- ✓ Glue or Tape
- ✓ Markers
- ✓ Large piece of paper (used to cut out your person)

### Sample:



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## "Target Market People" RUBRIC (20pts)

Please review the following rubric before beginning the activity:

	<b>Unacceptable (1pt)</b>	<b>Acceptable (3pts)</b>	<b>Target (5pts)</b>
<b>Target Market Person</b>			
<b>Appearance</b>	Lacks creativity and/or neatness. Missing name and/or target market information.	Creativity is reflected in the design, lacks neatness. Contains name and target market information, both are somewhat easy to read/see.	Creativity and neatness are reflected in the design. Contains name and target market information, both are easy to read/see.
<b>Use of Advertisements</b>	Contains less than 12 advertisements. Many ads do not appeal to the intended target market.	Contains 12-15 advertisements. Majority of ads appeal to the intended target market.	Contains 15 or more advertisements. Ads appeal to the intended target market.
<b>Presentation</b>			
<b>Explanation of Advertisements</b>	Group members give unclear explanations on why each ad appeals to the target market. Many ads are not explained.	Group members briefly explain why each ad appeals to the target market. Some ads are not explained.	Group members clearly explain why each ad appeals to the target market.
<b>Group Participation</b>	More than 2 members did not participate in the presentation.	1-2 members did not participate in the presentation.	All members of group participated equally in the presentation.