Group Project

Assignment 2a: Your Target Audience Profile

(*Max 60 points - Max. 30 points for each target audience*)

In this class, you are developing an anti-drunk driving campaign. In the third step you will conduct research about behaviors of two distinct consumer segments who will be the focus of your campaign. (You will be creating two separate campaigns targeted at these two different target audiences.

*Please complete Module 2 reading and Module 2 Quiz before working on this assignment.*

First, read the two profiles:

Profile - Target Audience 1

*18-22 years old college students many of whom are enjoying the freedom of living on their own for the first time and want to live ‘a college experience’. Being in a new environment makes them feel like they want to be a part of the group and feel accepted. They are also living on a tight budget and taking an Uber back home might sometimes feel like an unnecessary expense because ‘the drive back home is not that long so nothing is going to happen’. It is also not seen as particularly sexy to be the one person saying that they will not get into the car with a driver that has been drinking if all friends are going. They have been exposed to previous anti-drunk driving campaigns and are aware that driving drunk can lead to causing an accident and death but being in the party mood and among peers makes them ignore this fact.*

Profile - Target Audience 2

*Successful 35-65 year old professionals working in a fast-paced industry with an annual income of $140,000 or more. Their focus has been on climbing up the career ladder and enjoying the rat-race environment of the corporate America. Networking with colleagues and maintaining relationships with business clients sometimes involves a late dinner with drinks. They reward themselves for their hard work with quality products. At the end of the day, it is not unusual to relax with a glass of fine wine or a good drink and it has become an almost daily habit, although, in general, they try to drink in moderation. They do not believe that driving under influence is a big problem for their demographic group and do not necessarily believe that they would be ever stopped on their way home. However, they are aware of the consequences of driving drunk and think that they are acting responsibly when they limit their consumption to a few drinks and drive when they ‘feel sober’. They consider themselves very intelligent and smart and believe that they can objectively evaluate their state even after a few drinks.*

To develop a successful campaign that will influence your target audience, you need to understand their values, beliefs, attitudes, fears and motivations. Therefore, in this assignment you are going to conduct research about these two target audiences for your campaign. This is very important as this information will form the basis for your campaign when you will be making decisions about your media mix and advertising appeals.

Your task is to:

1. Download this document and save as **Assignment 2a GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 2a Group 1**
   1. Do not delete this page.
   2. You will answer the questions listed below by filling out the template (***table***) starting on page 3 of this document.
2. Conduct research of these two target audiences described in Profile 1 and Profile 2. You can use secondary sources discussed in this module. Answer the following questions
   1. Who is the person you are trying to target with your campaign?
      1. Consider what motivates them, what they fear, what are their values.  
         *(Max 3 points for each profile)*
   2. What are the important characteristics of your target market?
      1. What is their daily routine?  
         *(Max 3 points for each profile)*
      2. What are their hobbies and interests?  
         *(Max 3 points for each profile)*
      3. What are their favorite TV shows?  
         *(Max 3 points for each profile)*
      4. How do they spend their free time?  
         *(Max 3 points for each profile)*
   3. Where are these two target audiences spending time online and offline? – What are the best ways to reach them?
      1. What media do they use?  
         *(Max 3 points for each profile)*
      2. What information sources do they trust?  
         *(Max 3 points for each profile)*
      3. Who are the celebrities and influencers that are important for these target audiences and can influence them?  
         *(Max 3 points for each profile)*
   4. How can your target audience be persuaded? Consider what strategies/tactics are working/not working when targeting them?
      1. What are examples of some of the ads or campaigns that targeted at these groups that have resonated with them?  
         *(Max 3 points for each profile)*

**Make sure to provide references for each point.** Submissions without references will receive 0 points.

*Only assignments returned on this this template and submitted to the Assignment folder on CourseDen will be graded. Please do not modify the formatting and do not delete any parts of the template.*

|  | **Target audience 1**  *(Max 30 points)* | **Target audience 2**  *(Max 30 points)* |
| --- | --- | --- |
| **Consider what motivates them, what they fear, what are their values.**  *(Max 3 points for each profile)* | * X * **Make sure to provide references for each point.** Submissions without references will receive 0 points. |  |
| **What is their daily routine?**  *(Max 3 points for each profile)* |  |  |
| **What are their hobbies and interests?**  *(Max 3 points for each profile)* |  |  |
| **What are their favorite TV shows?**  *(Max 3 points for each profile)* |  |  |
| **How do they spend their free time?**  *(Max 3 points for each profile)* |  |  |
| **What media do they use?**  *(Max 3 points for each profile)* |  |  |
| **What information sources do they trust?**  *(Max 3 points for each profile)* |  |  |
| **Who are the celebrities and influencers that are important for these target audiences and can influence them?**  *(Max 3 points for each profile)* |  |  |
| **How can your target audience be persuaded? Consider what strategies/tactics are working/not working when targeting them?**  *(Max 3 points for each profile)* |  |  |
| **What are examples of some of the ads or campaigns that targeted at these groups that have resonated with them?**  *(Max 3 points for each profile)* |  |  |