Group Project

Assignment 2b: Your Target Audience Profile and Factors Influencing Drinking Behavior

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

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

Just to refresh your memory, here are the two target audiences that are the focus of your campaigns:

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 2b GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 2b 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 4 of this document.
2. Conduct research the two target audiences described in Profile 1 and Profile 2. You can use secondary sources discussed in this module. Answer the following questions concerning their drinking behavior.
   1. What are their main motives for drinking alcoholic beverages?  
      *(Max 3 points for each profile)*
   2. What are the personal factors that influence their drinking behavior?
      1. How demographics including variables such as age, gender, income level, educational attainment, and marital status influence their drinking behavior?  
         *(Max 3 points for each profile)*
      2. How their life stage, life style, and personality influence their drinking behavior?  
         *(Max 3 points for each profile)*
   3. What are the psychological factors that influence their drinking behavior?
      1. What are their motivations to drink and attitudes and believes toward drinking?  
         *(Max 3 points for each profile)*
      2. What are their motivations, believes, and attitudes about driving under influence?  
         *(Max 3 points for each profile)*
   4. What are the situational factors that influence their drinking behavior?
      1. Is drinking a low- or high- involvement decision for these two groups?  
         *(Max 3 points for each profile)*
   5. What are the social factors that influence their drinking behavior?
      1. How does culture, subculture, reference groups, and family influence their drinking behavior?  
         *(Max 3 points for each profile)*
      2. How does culture, subculture, reference groups, and family influence their drinking under influence behavior?  
         *(Max 3 points for each profile)*
   6. What are the main arguments, concerns, or anxieties that could be most successful at making them not drink and drive?  
      *(Max 3 points for each profile)*
   7. At what stages of the consumer decision-making process should the campaign influence your target audiences?  
      *(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 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)* | **Parget audience 2**  *(Max 30 points)* |
| --- | --- | --- |
| **What are their main motives for drinking alcoholic beverages?**  *(Max 3 points for each profile)* |  |  |
| **How demographics including variables such as age, gender, income level, educational attainment, and marital status influence their drinking behavior?**  *(Max 3 points for each profile)* |  |  |
| **How their life stage, life style, and personality influence their drinking behavior?**  *(Max 3 points for each profile)* |  |  |
| **What are their motivations to drink and attitudes and believes toward drinking?**  *(Max 3 points for each profile)* |  |  |
| **What are their motivations, believes, and attitudes about driving under influence?**  *(Max 3 points for each profile)* |  |  |
| **What are the situational factors that influence their drinking behavior?**  **Is drinking a low- or high- involvement decision?**  *(Max 3 points for each profile)* |  |  |
| **How does culture, subculture, reference groups, and family influence their drinking behavior?**  *(Max 3 points for each profile)* |  |  |
| **How does culture, subculture, reference groups, and family influence their drinking under influence behavior?**  *(Max 3 points for each profile)* |  |  |
| **What are the main arguments, concerns, or anxieties that could be most successful at making them not drink and drive?**  *(Max 3 points for each profile)* |  |  |
| **At what stages of the consumer decision-making process should the campaign influence your target audiences?**  *(Max 3 points for each profile)* |  |  |