

The previous typical conversation



Me: So who are their target consumers?

Any Student: Men 18-25

Me: That's like 27 million people. . .

How else would you describe them?

All students: [sounds of crickets dodging tumbleweeds]

My Reaction



Target Market Segmentation and Segmentation Profile Development

When constructing target market profiles, it is important to consider as many distinguishing segmentation bases as possible. A target market profile should be a VERY detailed description of the type(s) of consumers that would be most likely to purchase your product. It should read like a casting call sheet used to find actors for roles.

To complete the segmentation assignment, select one of the descriptors for each of the segmentation bases listed in the chart. Not all bases need to be used and other differentiating factors can also be found and used. Create your targets for a family pizza restaurant.

	Segment Base	Options	Your Profile Choice
Demographic	Age	< 11 12-17 18-34 35-49 50-64 65-74 75+	
	Sex	Male Female	
	Marital Status	Single Married Engaged Divorced	
	Income	< \$15,000; \$15,000-\$24,999; \$25,000-\$49,999; \$50,000-\$74,999; \$75,000-\$149,000; \$150,000+	
	Education	less than HS, HS, some college, college degree, advanced degree	
	Occupation	agricultural, blue-collar, white collar, professional	
	Ethnicity	White, African-American, Hispanic, Asian, Arabic, Indian	

Geographic	Region	Northeast, Southeast, Midwest, Mountain, Southwest, Northwest	
	City Size	major metro, large city, small city, town, small town	
	Population Density	urban, suburban, exurban, rural	

Psychographic	Personality	extrovert introvert	
		openness to experience closed to new things	
		conscientiousness spontaneous	
		agreeable disagreeable	
	Self-concept	old-fashioned, hip, glamorous, outdoorsy, athletic, tough, unique, ...	
	Ideology	conservative liberal	
Activities	likes social media, travels, reads, watches movies, goes out to clubs, likes working out, ...		

Behavioral	Benefits	buys for quality, value, special features, emotional needs, functional needs, ...	
	Usage Rates	heavy users, moderate users, light users, former users, non-users	
	Loyalty	loyal customers habitual buyers switchers	

Narrative Description

Now that you have selected the segmentation base descriptors, you must put it all together. First, go through all of the bases you have chosen and write a narrative description of this segment. Describe them in words and phrases.

[ex: this segment is a single female between the ages of 18-34. She is African American with an advanced degree. She lives in a large metro city on the East coast. She's very extroverted and open to trying new things. But she does have an old-fashioned edge to her and is tough! She loves to shop and buy shoes when she's not kickboxing or watching reality TV. Etc ...]

When you have finished describing your segment ... go back and give them a NAME ... a descriptive title that can differentiate this segment from others. [ex: Butt-kicking Urban Lady in Heels]

Finally, find a picture using a Google search that represents your segment profile. Paste it in this document.



Your Narrative Description

Segment Name:



Select **one** from each segmentation base

Segment Base		Options	Your Profile Choice
Demographic	Age	< 11 12-17 18-34 35-49 50-64 65-74 75+	18-34
	Sex	Male Female	Female
	Marital Status	Single Married Engaged Divorced	Single
	Income	< \$15,000; \$15,000-\$24,999; \$25,000-\$49,999; \$50,000-\$74,999; \$75,000-\$149,000; \$150,000+	\$25-49K
	Education	less than HS, HS, some college, college degree, advanced degree	College
	Occupation	agricultural, blue-collar, white collar, professional	White Collar
	Ethnicity	White, African-American, Hispanic, Asian, Arabic, Indian	African American

Geographic	Region	Northeast, Southeast, Midwest, Mountain, Southwest, Northwest	
	City Size	major metro, large city, small city, town, small town	
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Psychographic	Personality	extrovert introvert	
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Treat this like a Casting Call



Need a profile that is so detailed that a casting agent could select the exact actor to play them in a commercial

Narrative Description

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When you have finished describing your segment ... go back and give them a NAME ... a descriptive title that can differentiate this segment from others. [ex: ~~Buttkicking~~ Urban Lady in Heels]

Finally, find a picture using a Google search that represents your segment profile. Paste it in this document.



Your Narrative Description

Segment Name:

Segment Name:	
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Write a descriptive story using your segmentation choices

this segment is a single female between the ages of 18-34. She is African American with an advanced degree. She lives in a large metro city on the East coast. She's very extroverted and open to trying new things. But she does have an old-fashioned edge to her and is tough! She loves to shop and buy shoes when she's not kickboxing or watching reality TV

Chose a creative but applicable name for the segment

Butt-Kicking Lady in Heels

Choose a picture that represents your profile.



LOONEY TUNES

J