

Cereal Target Markets and Positioning

Product: _____

Describe your product. What are its features? List as many as you can observe.

What benefits will the consumer get from using this product? What needs and wants does it fulfill?

Describe the target audience for this product in detail using characteristics from each category

Target Audience Member Name: _____

Demographic	
Psychographic	
Lifestyle	

Capture the positioning statement for this product in one sentence.