

Drink It Up

Directions: Your teacher will be giving your group a specific target market that incorporates different market segments (geographic, demographic, social, behavior).

Your challenge is to create a drink that would appeal to your target market. Complete the table below for your drink by including the details of your target market and your reasoning behind your drink decisions.



All decisions should be made keeping your target market in mind (you may need to do some research!!)

Target Market (list each segment/characteristic of your target market in the table)	How will our drink be influenced by this segment/characteristic? Do RESEARCH if needed!
Demographics	
Psycho	
Behavior	
Geo	

Minimum Drink Requirements	Drink Details
Drink Name	
Ingredients/Flavors/Nutritional Considerations	
Packaging Details - Physical form/features of the package (handle, shape, straw, etc) - Design details of the package (colors, graphics, etc).	
Purchasing Option (where can the product be purchased?) - Stores? - Online? Delivery? - Available only at "special"	

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locations? • Etc?	
Price of drink	
Other considerations?	



~~You are going to create a visual aid (slide) that illustrates your drink and include the drink details that you outlined in the table above.~~

**~~DO NOT WRITE WHAT YOUR TARGET MARKET IS ON
THE VISUAL AID.~~**