

# GVSU CAP 210 FUNDAMENTALS OF ADVERTISING

## ADVERTISING AGENCY PROJECT

**Start:** [What are, why use, and how to create consumer profiles](#)

Client: Trail Point Brewing Company

- [Find articles, books, & more](#): ("trail point" OR trailpoint) brew\*
  - Advanced search
    - brew\* or microbreweries or "beer industry" (Subject)
    - AND audience or target or customers
  - Refine:
    - Publication dates
    - Limit by Source Type ? (Show More)
    - other?
- [WARC \(World Advertising Research Center\)](#): "craft brewery"
  - Limit to last 3 years
- [Michigan](#) : Select a city, then the Area Economic Summary
- [SRDS Media Planning Platform](#)
- [Statista](#) : search
  - Craft Beer Industry in the U.S.
  - microbreweries U.S.
  - U.S. "craft beer" consumer
- [Consumer behavior 2019-2020 by RKMA market research handbook](#)
- [ProQuest One Business](#)
  - brew\* or microbreweries (Subject)
  - AND consumer\* or customers (Subject)
  - AND beer (Subject)
  - Left menu:
    - Exclude wire feeds
    - Publication Date: Last 3 years
    - Location: United States?, Chicago, Michigan, Grand Rapids Michigan
    - Industry: Beverage ?

**Get Help:**

- Ask your librarian [Kim Ranger](mailto:rangerk@gvsu.edu) (email [rangerk@gvsu.edu](mailto:rangerk@gvsu.edu) )
- Additional help: [\*\*Knowledge Market\*\*](#) Research Consultants
- [\*\*APA citation tutorial\*\*](#)

### **Advertising Agency Campaign Assignment #2: Target Audience/Segments**

As an agency, you must know everything possible about who you are trying to reach and persuade. Your assignment is to find out all you can about your target audience.

Each team member will create a document addressing the items listed below. You will bring your findings to the agency to discuss. Together, you will find the strongest ideas and begin to draft the *Target Audience/Segments* section of your plans book, which will represent the agency as a whole.

- 1) Target Market - Who are you trying to reach? (general overview)
- 2) Target Audience Segments – Identify various unique segments of your overall target market. Name them and give a brief description of who they are: lifestyle, behavior, demographics, geographics, psychographics etc.
- 3) What motivates your target audience? What are their needs and wants? (Insights)
- 4) Where is the buyer in the response process and how can this knowledge assist you?
- 5) What are the “Touch Points” the consumer has with the product now? How can you enhance the Touch Points in terms of frequency and experience?
- 6) Anything else you would like to add to enhance the understanding of your audience.