

Hw for Daily Marketing Mastery

What is good marketing?

Assignment: 2 examples; message/audience/reach

Example 1: Message: "Only real men know how to treat a lady. Tiffanys: Does he have what it takes?"

Target audience: High net-worth females with a strong interest in fashion, shopping, and luxury products.

Reach: I would make fb/insta ad campaign targeting rich women in large cities like New York, Miami, and La.

Example 2: Message: "Rolex. An unrivaled reputation for quality and expertise."

Target Audience: High value men, who want a status symbol to recognize their hard work and dedication.

Reach: I would run an international social media campaign in rich high density areas like New York or Hong Kong.