**Understanding Segmentation Strategies Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

You are an intern for GradCity, a travel agency that targets high school students by providing winter, spring break, and summer graduation trips(<http://www.gradcity.com/trips-and-destinations>) . Your internship task is to promote GradCity tours to the students of ArdreyKell High School. You will be setting up a booth on campus that showcases three promotional trips your company provides & working with two other interns to complete this task.

Each intern specializes in a particular type of Market Segmentation. You will split up your presentation by having each intern create a presentation that targets one particular group on campus using their specialization method.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Concentrated
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Differentiated
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Undifferentiated

Once you have selected the promotional strategy you wish; create a promotional plan for that specific approach. Be sure to identify all required elements below in your presentation.

**Create a PowerPoint Presentation or Prezi that accomplishes the following:**

* Group Targeted (At least two market segmentation factors given) & what approach you are using
  + Example: Concentrated Segmentation on Seniors Only
  + Example: Differentiated Strategy for Junior/Senior Girls & Junior/Senior Guys
  + Example: Undifferentiated Strategy for all AK students

Create A full page promotional ad that can be printed solo or placed in a Charlotte magazine, yearbook, or newspaper.

* Picture that matches your audience
* Intended Destination & dates of travel
  + All trips must be between 5 – 10 days
  + Specific dates are required
* What the trip entails
  + <http://www.gradcity.com/parent-center/excursions>
  + <http://www.gradcity.com/parent-center/sample-itinerary>
  + At least 3 highlights of the trip must be identified in your ad
* How much each trip costs
  + Look up the cost of airfare & hotel for the city and duration you chose
  + Any added costs you wish to highlight
* Slogan for the trip
  + Create a catchy phrase that gets people interested in your vacay& makes your presentation memorable
  + # Promotion that matches the personality of your group with the destination you have chosen

Grade: Your job is to correctly identify a target market using a market segmentation strategy from above. Once you have chosen a strategy, select a group of students that you will target. The trip you plan should appeal to the group you are aiming it at. The promotion you create needs to be informative, creative, and easy to read. All three promotions will be put together and voted on by other marketing students to see who’s ideas are most effective.

**Grade: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 20 points**

**Super Bowl Commercials**

**This years super bowl line up of commercials included several commercials that centered on specific target markets.**

**Dadvertising**

* **Dove Real Men: #RealStrength**
* **Toyota Camry: My Bold Dad**
* **Nissan: With Dad**

**Do you think the decision to cater ads towards just dads was effective? Yes No**

**List one advantage & one disadvantage of this marketing approach.**

**Commercials: List two market segmentation factors that make up the targeted market of the commercials below. In the column next to your factor; list whether it is a demographic, geographic, Cultural, or Product Usage factor.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Commercial** | **Target Market Factor #1** | **D, G, C, PU** | **Target Market Factor #2** | **D, G, C, PU** |
| **Budweiser: Lost Dog** |  |  |  |  |
| **Always: Like a Girl** |  |  |  |  |
| **Fiat: Blue Pill** |  |  |  |  |
| **Dodge: Wisdom** |  |  |  |  |
| **Supercell: Angry Neeson** |  |  |  |  |

**Emotional Ads:**

* **Microsoft Braylon & Estella**
* **Toyota How Great Am I**
* **Nationwide Boy**
* **McDonalds Pay with Loving**
* **No More Listen**
* **Coca-Cola Make it Happy**

**Super Bowl commercials have gotten away from humor and physical comedy in exchange for more targeted ads with a message. In your opinion what affect does this have on Super Bowl Sunday? Does it positively or negatively affect viewing audiences?**