

WUZZITS Homework: Target Audience

ASSIGNMENT: Use the date in the Wuzzits_TA.xls data file for this in-class assignment. The data are formatted to resemble the syndicated data you would get from MRI.

1. Create a general demographic* profile of Wuzzits users. (The data file contains syndicated data for Adults, Heavy Users, Men, and Men-Heavy Users.)
2. Create a general demographic* profile of Eagle brand users. (The data file also contains syndicated data for Eagle brand users: both Adults and Men.)
3. Compare the two profiles. What are the similarities/differences?

*Demographic data are contained in the first 82 rows of the worksheets. The remaining rows are media usage data.

- Based on your analyses above, recommend a target audience for the Eagle brand. Limit your recommendation to demographic characteristics.
- Assume the primary marketing objective for the Eagle brand is grow market share from 13.1% to 15.5% in the next 12 months in the U.S.
- Assume the primary marketing strategies for the Eagle brand are to:
 - Increase usage among current users.
 - Increase trial among competitive users.
- Be sure to include a data-based rationale for your recommendation.
- What other information would you want to examine to help you make a target audience recommendation for the Eagle brand of WUZZITS? Why?

Submit your answers via Sakai (under Tests & Quizzes, assessment name is WUZZITS_TA) by 11:59 PM on Tuesday, September 29, 2015.