

Market Segmentation: Magazine Advertisement

Name: _____ Hour: _____

Look at the magazine advertisement you brought to class. Answer the following questions:

1. What product is being advertised?
2. Describe the advertisement, including pictures, text, and color.
3. Explain how the company uses each of the following methods of market segmentation. Describe how the advertisement reflects the market segmentation.
 - a. Demographics
 - b. Geographics
 - c. Psychographics
 - d. Product Benefits

