



MBA 645 CMO Memo for Target Audience

To:	Director of Marketing, U.S. Park Southeast
From:	Chief Marketing Officer, Global Theme Parks
Re:	Target Audience Identification

This memorandum is intended to confirm our recent presentation to the marketing directors of our global theme parks. A target audience is a group of consumers within a predefined target market that have been identified as the best recipients for a particular marketing message. And a target market broadly describes consumers who care about our theme parks, products, and services. Under the right conditions, they are most likely to be our customers, and our marketing efforts should focus on this target audience.

For the U.S. Park Southeast, working with market research and our business intelligence group, we have identified the primary target audience of families with children ages 6–18 and an average annual income of more than \$75,000 per year. A secondary target audience of teens ages 15–18 has also been identified. These two target audiences will likely create a diverse marketing plan as we re-engage with them through our reopening efforts.