



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

Consumer Behavior Project

Overview

You will apply your knowledge of consumer behavior and visual storytelling to evaluate and enhance a brand's marketing mix for one or more product lines.

Deliverable

- A written report, PPT, and presentation script turned in by Wednesday, August 23rd. The presentation script should be in the notes section of your PPT slides.
- You will then present your report in class either August 24th or 31st (to be determined by me).
- Presentations will be 7-10 minutes long and use 15-20 slides.

Individual or Team

You can complete this assignment solo, with your presentation partner for this quarter, or with one other person. Maximum team size is two. *Decide if and/or who you are teaming with, and email me that info by end of Thursday, August, 10th.*

Brand Selection

You can select a brand that meets one of the below criteria:

1. Specialty retailer that primarily sells products under their own brand. *Example: Yankee Candle, Body Shop, etc.*
2. A well-known brand that is prominently displayed within stores they don't own. One example is a brand that has many products stacked next to each other on shelves, effectively giving them a mini-section in the store. *For instance, Breyer's Ice Cream or Oberto Jerky.* Another example is a brand that has a dedicated display within the store. *For instance, the Sonos wireless speaker display at Target or the Xbox display at Best Buy.*
3. A brand that features a combo of the above, *such as Apple.* They sell through their own specialty stores, but also have a dedicated display at Best Buy.
4. Food service brands with their own freestanding establishments, *such as Starbucks and McDonalds.*

Brands that DON'T meet our criteria are:

- Department and general merchandise stores, such as Target and Walmart.
- Convenience stores, such as 7-11; and convenience-driven goods, such as gasoline.
- Newly established or smaller brands that have limited presence within a retailer, such as a no-name microwave you might find at Target or a no-name washing machine you might find at Home Depot. Yes, they have specialized displays, but there is no brand presence to evaluate. It's purely a distribution and pricing play.
- Any brand that is discussed extensively in our books. If you choose a brand discussed briefly in our books, do not utilize the examples included there.

Our goal is to select brands that are well known and that **engage consumers beyond simple utilitarian and convenience needs**. *Email me your brand selection by end of Sunday, August 13th. I will confirm if the brand selection is OK and to ensure there is no overlap.*

Note about selecting product lines: If a brand's product mix (i.e. all of their products) address the same basic needs and motivations of a consumer, then it's OK to evaluate the brand as a whole. If the brand has various product lines that serve distinct needs, then it's best to evaluate the brand in relation to a single product line or a cluster of product lines that speak to a similar consumer profile. Example: Everything at Body Shop speaks to a particular consumer profile, whether it is their candles or lotions or whatever else. Their product mix could be evaluated as a whole. On the other hand, Ford has many different kinds of vehicles. In that case, it would be best to select a product line, such as compact car, SUV, or truck. While there might be some overlapping influences that draw people to Ford, a compact car buyer and a truck buyer will probably have distinct influences.

Project Components

There are four primary components of the project:

1. Target market consumer profile
2. In-Store Experience/Analysis
3. Online Presence Analysis
4. Social Storytelling Campaign

This project is holistic and these components can't necessarily be completed in sequence. I'd recommend tackling in this order:

- Physically visit at least one location where the brand is sold. Make notes and take some pictures if you can. Be discreet, lots of places aren't keen on you doing your own little photo shoot, but you should be able to scope out and quickly snap some shots that can be used in your presentation.
- Visit the brand's company website and at least two of their social sites (they likely have more than two).
- Try to find examples of the brand's advertising, either online, in print, or on video.
- Look for articles about the company in business journals, like Fast Company, Forbes, etc (searching Google is OK, but also search our library publications). These articles will provide clues about the core needs and influences the company is trying to speak to.

- Build your target market consumer profile. As noted below, this is *far less* about demographic information and *far more* about internal and external influences of their target audience. You might choose to create 2-3 consumer profiles if the brand attracts people with very distinct needs and motivations.
- Use the combined knowledge gained from your offline and online visits, along with your target market profiles to formulate recommendations and build your storytelling campaign.
- Edit, proof, practice, and turn in a professional-quality report and presentation. See, isn't this easy?

Here are the specifications for each component of the project

Target Market Consumer Profile

You will create a detailed consumer profile that tells us what makes the target customer tick. You'll basically be reverse engineering this based on your research about the brand and what you know about their customers. The stronger a brand is, the easier it is to identify the target market profile and their influences, because the company leaves clues about these things in everything they do.

Address the following areas, plus any others that you believe will illuminate how the brand can optimize their marketing mix:

- What are the most important external influences that would drive the brand's target customers to act? Describe at least five.
- What are the most important internal influences that would drive the brand's target customers to act? Describe at least five.
- Provide basic behavioral and media usage habits of the target audience, based on the product, its use, and what you know about the target consumer. Give at least five examples.
- Describe the thought process for a target consumer from the point they identify their need, through the purchase, and their post-purchase evaluation. This string of thoughts is similar to what we did in class. It will reflect the internal/external influences identified above, and will also reflect the "value checker" for this consumer as they evaluate the purchase decision.

The priority for your target market profile is to focus on influences that drive the consumer's behavior, rather than simple demographics. Include whichever demographics are critically important to your consumer profile, but nothing more. If the brand appeals broadly to men/women, young/old, urban/suburban/rural, etc. – then see if you can build that consumer profile with as little demographic info as possible.

In-Store Experience/Analysis

Physically visit at least one location where the brand's products are sold. If they are sold both in their own specialty stores and other retailers, then it's best to visit both. Address

the following areas, plus any others that illuminate how the brand can optimize their marketing mix.

Analysis

1. How does the brand facilitate the pre-purchase, purchase, and post-purchase experience for the consumer? This can be determined from things such as packaging, extra displays and promo materials near the product, signage, and overall experience within the store. This is a great place to include pictures.
2. How does the brand's presentation align with your profile of the target consumer? This presentation starts with the product itself, but also includes packaging, promo, location within store, and the store itself (especially if that store is a specialty retail location or restaurant). Be specific about how this product and/or presentation aligns with influences mentioned in your consumer profile.
3. How does the brand's presentation demonstrate use of the four strategies for connecting with today's consumer (from *Decoding*)? Describe at least four examples. This is also a great place to include pictures.

Recommendations

4. Provide at least four recommendations for how the brand could **better** utilize the strategies for connecting with today's consumer. These are strategies for their physical presentation. While these strategies can integrate with your online strategies below, be sure that you have four distinct strategies specific to the in-store experience.

The recommendations need to be detailed enough so that if I were a marketing manager on your staff, I would know what needs to be done to execute upon your recommendation. How do you want it to look? What exactly should change? Generic recommendations like, "use brighter colors" or "have more sales" won't be accepted.

Base your recommendations on your in-store research, class reading, class conversations, plus additional resources, such as material from previous classes, additional books, online research, interviews, etc).

Online Presence Analysis

Visit the brand's company website and at least two social media sites where they maintain a presence. Address the following areas, plus any others that illuminate how the brand can optimize their marketing mix.

Analysis

1. How does the retailer's website facilitate pre-purchase, purchase, and post-purchase decisions? This can be determined from things such as website design and navigation, the promotional or educational messaging, etc.

2. How does the retailer's social presence facilitate pre-purchase, purchase, and post-purchase decisions? This can be determined mainly by the nature of the posts, which you should describe. What types of content, how much, and how often? Hint: Sometimes brands do a good job addressing all three phases of purchasing, while others simply sell, sell, sell all the time. Look at nature of their posts for cues as to how the brand prioritizes their social messages. One way is to count their posts for a period of time (like the last month), then categorize by nature of the message.
3. Overall, how does the brand's online presence align with the profile of the target consumer? Be specific in terms of how they seem to address the consumer influences *most relevant to this purchase decision*. When done right, the presentation will address the influences in similar ways, whether doing so online or off. But sometimes there might be differences based on the nature of the product or target consumer.
4. How does the brand's online presentation demonstrate use of the four strategies for connecting with today's consumer (from *Decoding*)? Describe at least four examples. This is a great place to include screenshots.

Recommendations

5. Provide at least four recommendations for how the brand could better utilize the strategies for connecting with today's consumer. These are strategies for their online presentation. While these strategies can integrate with your physical strategies below, be sure that you have four distinct strategies specific to the online experience.

Base your recommendations on your online research, class reading, class conversations, plus additional resources, such as material from previous classes, additional books, online research, interviews, etc).

Social Storytelling Campaign

Integrating all of the information and recommendations above, create a short social media campaign.

- The campaign should utilize 5-7 social media posts.
- Choose the social platform that you believe is most relevant to the brand (i.e. the platform where they are most active).
- Remember that your audience is the target consumer identified earlier. You can also assume the target consumer is familiar with the brand and has possibly purchased from them before.
- Your primary promotional objective is reaching a target consumer at the awareness phase of the pre-purchase process and guiding them through the evaluation phase, with hopes they'll make a purchase. This means *only the final social media post is an actual offer*. Everything else has some objective other than

making a straight offer for purchase. Both our textbooks offer *extensive information and ideas* that should guide your design of this campaign. If possible, try to utilize the Storybrand framework shared in class week 7.

A few tools for creating your posts:

<http://adparlor.com/ad-mockups/>

<https://www.canva.com>

<http://depositphotos.com> (you can download watermarked images for free)

Warning: Don't copy any existing social or online campaigns used by the company. It's super easy for me to do searches of images and text to make sure your work is original. Any copying will be considered plagiarism, which is super bad (see syllabus for details).

Format

Your written report will be a minimum of 5 pages – **not including any visuals**. That's 5 minimum pages, single-spaced, 1" margins, 12pt type maximum. That's just my guidance; don't shoot for 5 pages so that you can quit. Just know that if it's under 5 pages, you need to dig deeper.

Once you add visuals from your in-store visits, your online evaluation, and your storytelling campaign, total document length will likely be 15-20 pages, or more.

Your PPT should encapsulate the findings of your reports into the 15-20 slide presentation. Include some of the visuals used in your written report. When sharing about your social campaign, you can include more than one post on each slide, no problem. The notes field of your PPT should include your presentation script so that I can read it ahead of time.

Grading Rubric

Evaluation	Points possible
Presentation: Student delivers the presentation in class according to the specifications above, plus represents themselves professionally in delivery, attire, and presentation visuals.	50
Written Report: The student's report meets all expectations defined in the assignment, plus is clearly formatted, and has little to no spelling or grammar errors. All referenced material and ideas are properly cited.	80
TOTAL	130



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help