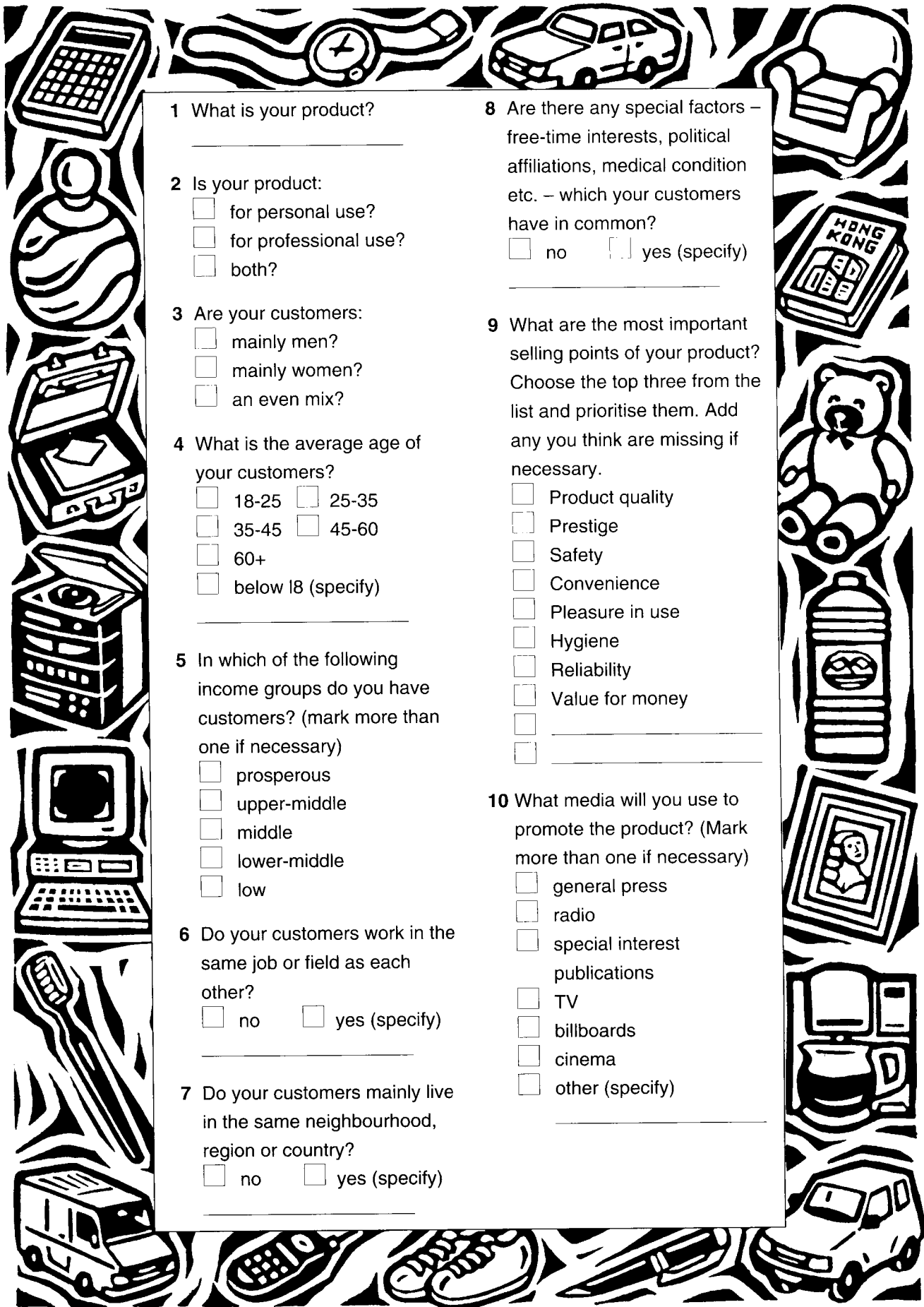


20a

The campaign

Market research



1 What is your product?

2 Is your product:

- for personal use?
- for professional use?
- both?

3 Are your customers:

- mainly men?
- mainly women?
- an even mix?

4 What is the average age of your customers?

- 18-25 25-35
- 35-45 45-60
- 60+
- below 18 (specify)

5 In which of the following income groups do you have customers? (mark more than one if necessary)

- prosperous
- upper-middle
- middle
- lower-middle
- low

6 Do your customers work in the same job or field as each other?

- no yes (specify)

7 Do your customers mainly live in the same neighbourhood, region or country?

- no yes (specify)

8 Are there any special factors – free-time interests, political affiliations, medical condition etc. – which your customers have in common?

- no yes (specify)

9 What are the most important selling points of your product? Choose the top three from the list and prioritise them. Add any you think are missing if necessary.

- Product quality
- Prestige
- Safety
- Convenience
- Pleasure in use
- Hygiene
- Reliability
- Value for money
- _____
- _____

10 What media will you use to promote the product? (Mark more than one if necessary)

- general press
- radio
- special interest publications
- TV
- billboards
- cinema
- other (specify)

The campaign

Worksheet 20a

ACTIVITY

Groupwork: speaking, writing

AIM

To define the target market for a product and design an advertisement.

GRAMMAR AND FUNCTIONS

Exchanging opinions

VOCABULARY

income group, selling points, product quality, value for money, prestige, convenience, reliability, press, special interest publication, billboard

PREPARATION

Make one copy of the worksheet for each group of three or four students. If possible, bring in lots of newspaper advertisements showing different products.

TIME

15-25 minutes

PROCEDURE

- 1 Write the words *Market Research* in the centre of the board.
- 2 Brainstorm all the words the students associate with it.
- 3 Tell the students they are going to define the market for a product.
- 4 Divide the class into groups of three or four. Give each group one copy of the worksheet. Allow a minute or two for them to look through it.
- 5 If you have illustrations of products, hand them round the class and ask each group to choose the product they would like to work on. Otherwise, ask them to choose a product from the ones illustrated around the border of the worksheet.
If any group wants to choose a product other than the ones illustrated, for example one their company makes, that is fine.
- 6 Appoint a chair in each group. The chair keeps the worksheet and puts the questions to the group. After discussion the group completes the form. Allow 10-15 minutes.
- 7 One member from each group gives a presentation of their market analysis to the rest of the class. Allow 1 or 2 minutes per presentation.

FOLLOW-UP

Students write a brief market report (150 words) about the product they chose.