



The Consumer/Audience

- Who are we talking to?
- Why do you want to target them?

Consumer Profile Research

- What are their needs, desires and aspirations?
- What and who influences them?
- What is their demographic group?
- What is their gender?
- What is their educational background?
- What is their occupation/economic status?
- Geographical Location?
- What is their marital status?
- What is their family size?
- Can you define their life style?
- Can you define their attitude and behavior?