

Marketing Review: 4 P's & Target Marketing: Clothing

Names: _____

In your groups of 2-3, you will develop an idea for a clothing line, identify your target market, keeping in mind the following in terms of the segmented population:

- **Demographics**
- **Geographics**
- **Psychographics**

To develop this plan, market and distribute to this targeted group. You will need to know what your market currently wears and what they like.

1. Come up with a name for your “company”.

Company Name:

2. Target Market. Explain the market you are targeting in detail

Demographics (Male, Female, or Both? What age group? What type of income will they need to purchase your product? What level of education? Etc...)

Geographics (Where are they? Where are you marketing this product?)

Psychographics (What type of attitudes, values, beliefs do you design your product and promotions to appeal to?)

3. **Based on the target market you have now create.** What kind of clothing style does your target market currently wear? Relate this specifically to your focused area. (shoes, shirts, pants, etc)

How will clothing item be **similar**?

How will your clothing item be **different**?

4. **The 4 P's/Marketing Mix**

Product:

Why do you feel this product will appeal to this target market?

How is the product going to be packaged / displayed?

Place:

Which stores will sell your item?

Place (continued)

Why did you select these stores?

Price:

How much will this shirt cost when purchased in the stores?

How does this price compare to other similar items this target market may purchase?
(Have actually researched prices of similar items at similar stores.)

Why did you choose this price?

Promotion. For each of the media outlets listed below, provide a specific example of where and when and why you would use the media outlet to marketing your clothing choice.
Example: *Advertise on 103.7 KISS FM and 99.1 WMYX ; from 3:00 to 6:00pm; to reach the different tastes of today's high school students.*

Television

Where –

When –

Why -

Radio

Where

When

Why

Outdoor (typically billboards and signs)

Where

When

Why

Print (Magazines, newspapers, flyers, brochures, etc...)

Where

When

Why -

Online (pop-up web ads, banner ads, FaceBook, etc...)

Where

When

Why

Other (How else can your promote?)

Where

When

Why