203 -- Intro to Advertising
Introduction to the Advertising Process – Researching the Target Audience Report
Due: Monday March 21 at 10:58 a.m. --- Upload to Canvas -- TurnItIn enabled
Canvas Support: See assignment page in Canvas for links to required resources.

Your client: Levi's SecondHand
Your target: Gen Z living in Los Angeles, and Columbus, Ohio

Step 1: Know the Client & Product:
Begin by researching the industry, the
client and the products/services it offers.

Last assignment.

Step 2: Know the Target:
Understand your chosen target.

This assignment.

In this assignment, you'll describe your target audience using the resources listed in our Canvas course, each of which must be properly cited within your paper, using a proper bibliography. (Use your library's Citing Sources guidelines.)

After you finish this paper, we'll begin **Step 3: Choose the appropriate media to reach your target.**

You must use all of the following headers and subheaders son your paper: That means every item that is in bold should appear as a headline category or sub-category in your paper, presented in the same order as below.

You're continuing to build to your media plan. You've completed a Client report, now you're writing about your target.

Your paper outline is on the next page…

Introduction

Target's Demographic Summary
- Age Range:

Target's Psychographic Summary
- *This is a short, bullet-list-only <u>summary</u> of your research – no explanations or citing.*
- *One bullet for each lifestyle characteristic, listed <u>in order of most important items first</u>*
- *Everything listed here should simply summarize what you've already explained below.*
- *Each entry is just <u>a few words</u>, like "strong desire to be … ," "enjoys…," etc.*

Target's Geographic Locations: Los Angeles and Columbus, OH

Complete this section <u>after</u> you write your paper!

This is just a bullet list, nothing else.

Target Audience: Gen Z in Los Angeles and Columbus

Age Demographic of Secondhand Shoppers *– In this section, you're only covering the age demographic characteristic. Explain the ThredUp "Who's Thrifting & Why" section as it relates to age groups and embed the age group chart. You should do some additional research to understand the exact age range of Gen Z – you'll probably need more than one source since not all sources agree. Do not include details about psychographic elements here.*

Psychographic Elements of Gen Z *– Use all of the relevant sources provided to explain the psychographic characteristics of your chosen target, as it relates to buying secondhand clothing. Explain all the relevant information in your paper. This will be the longest part of your target section.*

Geographic Target: Los Angeles and Columbus, Ohio *– Explain why it makes sense to target these metropolitan areas, using the maps and information provided in Canvas.*

Why Gen Z is the Perfect Match for Levi's SecondHand

Here's where you specifically "connect the dots" and match interests of your target with the products and services offered by your client. Align specific items that your target wants with specific things that your client offers:

        My target wants: Levi's SecondHand offers: