



\$650



\$29.32



\$56

wind chimes
\$35.99



windsock
\$14.42



lollipops
\$0.68



\$12.95

putter
\$121.



reading glasses
\$9.99



\$2.46



\$8.99



cordless with two batteries
\$349.98

pearl ring
\$55



universal remote
\$5.63



\$13.99



fly fishing
\$0.75



washer/dryer combo
\$1628.45

Tapestry Segmentation Marketing Assignment

- Select **three** neighborhoods from three different Life Modes that you will market one of the products from the previous slide.
- Give **three** specific reasons (3-5 sentences each) using information from each neighborhood's description to justify your selection of marketing specifically to them.
- Select **one** neighborhood that you believe would be the least favorable neighborhood to market your product. Give a 4-5 sentence explanation detailing your reasons.
- **Create** an advertisement that you would use to help market your product in the neighborhoods you selected.

EXAMPLE

Kids Closet Organizer \$34.99



2A

Urban Chic



Household
Married Couples



Housing
Single Family

42.6

Median Age

\$98k

Median Income

Households: 1,574,000

4

Prof/Mgmt
College Degree
White

- Visit museums, art galleries
- Own healthy portfolios
- Ski; practice yoga; hike; play tennis
- Shop, bank online
- Choose luxury imports

4A

Soccer Moms



Household
Married Couples



Housing
Single Family

36.6

Median Age

\$84k

Median Income

Households: 3,327,000

4

Prof/Mgmt
College Degree
White

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)

14B

College Towns



Household
Singles



Housing
Multi-Unit Rentals;
Single Family

24.3

Median Age

\$28k

Median Income

Households: 1,104,000

3

Students/Prof/Svcs
College Degree
White

- Use computers, cell phones for everything
- Pay bills online
- Shop impulsively
- Customize cell phones
- Prefer vehicle with good gas mileage