Gay/Lesbian person

Single Parent

Urban Professional Women

Metrosexual males

Earthy/Granola Female

Asian Canadians

Indo Canadians

Affluent Teenagers

College Student with Loans

Trophy Wife

Outdoorsy Male

Healthy Living Female

Living on the Edge of Life Couple

DIY male

3+ kid family

Backpacking 20something

Fashionista female

Part 1

You will search for an existing advertising campaign from a “big” company (McDonald’s, Honda, Samsung etc) and put their ads (use the internet and find at least three ads) into a document and explain the different target groups they are after with each ad and why you feel that the ads are targeted towards that group – you might find that each ad targets several groups.

Part 2

Take that same company and create a new advertising campaign for your given target market.

You will create a magazine ad and a tv ad. The magazine ad should have a visual, an attention grabbing headline, the logo of your company and some explanatory text. The tv ad can be no longer than 45 seconds – it should have a consistent and cohesive theme to the magazine ad. You do not have to be in the ad depending upon your target market. Both ads should be in line with the company’s present image.