

## Creative Product Development Exercise

**Directions:** Students will display knowledge of Chapter 3: Consumer Markets by selecting a product (i.e, clothing item, accessory, footwear, beauty/grooming product) to enter the market space. Additionally, identify the generational cohort group to market the product towards.

Key vocabulary:

- customer analysis
- market segmentation

Step 1: Product

What product are you marketing? Include imagery.

I will be marketing Rosia Rose Satin Bow High Heel Sandals.



Step 2: Consumer analysis. Identify the consumer (4-6 sentences)

**(Review Consumer Analysis and Market Segmentation (SLIDE 5) and describe the consumer. Within the response, clearly describe the demographics, psychographics and generational cohort group.)**

These heels are perfect for a woman who works in an office place and is in the age group of 18-25. Not only can they be worn in an office place but can be also worn for occasional events. A female who is single with no children, and is in the income groups of middle class/lower-middle class can afford this specific footwear. The cohort group of the consumer

could be a millennial or generation z. This specific consumer would wear this on a hot summer day in the busy streets of New York City.

Step 3: Marketing Activation (4-6 sentences) Briefly describe who you would creatively market this product to the consumer. There is no right or wrong answer. Students will be rewarded for creativity.

I would market this product at a boutique in Times Square, New York somewhere near west 47th street. Times Square is a popular sighting where New Yorkers tend to spend their time shopping, eating out, and sometimes engaging with street performers. New Yorkers aren't the only ones who spend their quality time in Time Square, a lot of tourists tend to visit the Big Apple. When tourists come to visit the city that never sleeps, at times they tend to thrive and spend their money on the latest fashion in New York City. These heels would hopefully automatically become a must have when they are being displayed. This product is a perfect surprise for a parent to give their daughter for her first day at her job (if she works at an office place) or for her birthday. Once you have your eye on these beautiful heels, you are going to desperately want them.