

F. G.

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Target Market Segmentation

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- Review the following two (2) automotive advertisement and identify the target customer/market(s) that the vehicles in the advertisement appeal to. In your post, give information about the target customer/market(s) and include information related to age, lifestyle values, needs, gender, age, number of kids, education, income, household lifecycle, geographic location (urban, suburban, rural), and cultural orientation, etc.
- Next, come up with a brief marketing pitch (two to three sentences) to persuade the target customer that the vehicle is the best choice for them.

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- A REAL MAN DOESN'T
HONK THE HORN. HE SCARES
THE CAR IN FRONT.
- RAM

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"Impo



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ect: All None