**Notes – 28/11/17**

* Audience – who are they and what do they want?

1. Segment and divide the audience – gender, age, nationality, wealth, etc.
2. Sell the product AND sell the lifestyle – what you get from owning the product

* Demographics – income groups/wealth
* Psychographics – your personality:

1. Aspirer (very influenced by other people – materialistic)
2. Reformer (very unmaterialistic, want to change the world)
3. Explorer (discovery, challenge)
4. Mainstream (domestic, daily routine, want to fit in) - teenager
5. Succeeder (self-confident, goals, seek quality)
6. Struggler (victims, losers, wasters, do not look at future, look for cheap flashy goods)
7. Resigned (old, look as past as better than present, traditional, look for cheap, safe, reliable things)