

Exercise 4.3 What Segments Are You In?

1. Pick three of your favorite television shows. Write the name of each on the column heading line below. Then watch each of these shows and list the products being advertised in each commercial on the lines in the column for that show.

Show 1: _____	Show 2: _____	Show 3: _____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. Now look at the lists of products and try to imagine who the advertisers had in mind as a target audience when they decided to advertise in these shows.
 - Are those products oriented more toward males or females, or doesn't it matter?
 - What age group are the products aimed at?
 - What economic level are the products aimed at?
 - What educational level are the products aimed at?
 - What geographical location are the products aimed at, or doesn't it matter?
 - What values do the advertisers think you have?
3. Did you notice any ads for other TV shows? If so, what other shows were those ads trying to get you to watch? Do you watch those other shows? Why or why not?