

My Demographics

Directions:

For this *Project* you will watch several commercial for a product or service of your choice.

1. Fill in the demographic table and give reasoning.
2. Write a two page paper over how you think the company addresses cultural diversity. For example do they have different ads, models, products, etc.
3. Examining the culture and needs to understand cultural diversity. Include how demographics has influenced the industry and explain how diversity affects marketing and the impact of multiculturalism on marketing activities.
4. Talk about demographics in the general advertising you see everyday and analyze the same aspects.

My Demographics

	Targeted Audience	Reasoning
Age		
Gender		
Income		
Marital Status		
Ethnic Background		
Education		
Occupation		
Hobbies		