

Target marketing

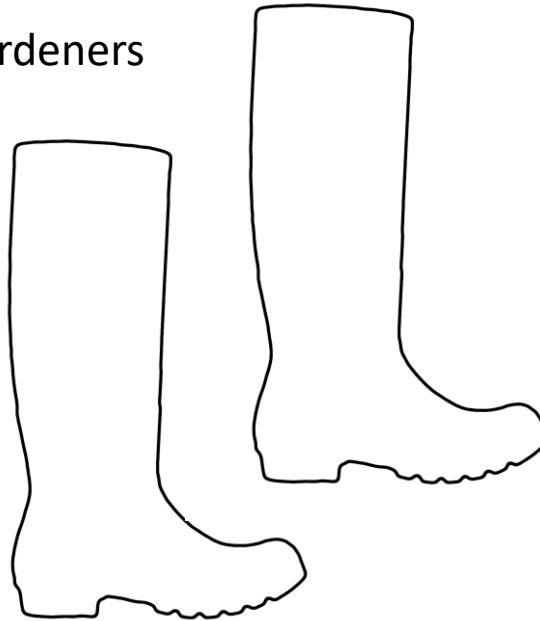
Target marketing is where a product, because of the way it is designed is aimed at a particular type or group of people. It might be based on age, gender, life style etc. The target market will hopefully buy the product where perhaps they would not have before.

Once all wellington boots were plain black or green. Now they are all sorts of interesting designs..

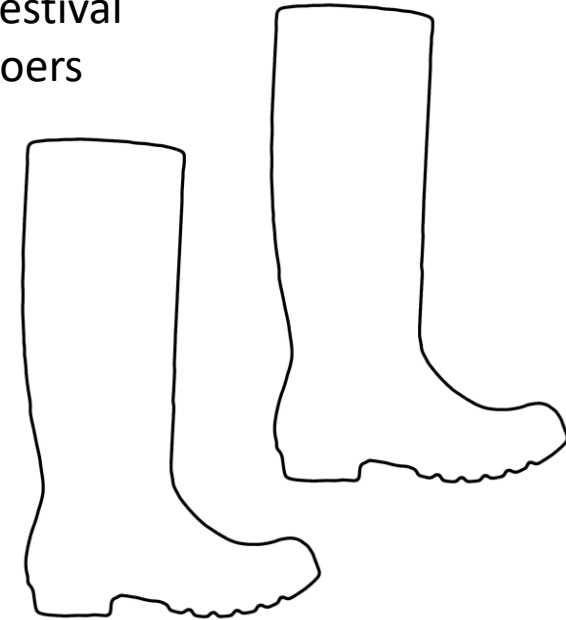
Task: Opposite are four pairs of wellies . Add surface decoration to attract the following four target groups:

1. Gardeners
2. Festival goers
3. Children
4. Choose your own target group

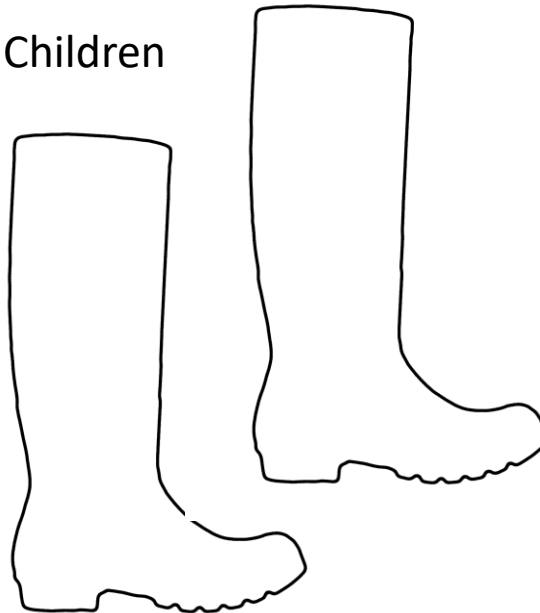
Gardeners



Festival goers



Children



Your choice

