

2. PAIRWORK TASK

Ask your partner the following questions:

a) What kind of customer are you? _____

b) Why? _____

c) Give an example

Pairwork

A foreign marketing company wants to advertise a mobile phone to different customer groups in Japan. The company needs to know what are the characteristics of each group & how best to advertise to them. Work with your partner & fill in the chart below:

INNOVATORS	Where do they live?	What's their job/income?	Lifestyle / hobbies	What's the best way to advertise to them*?
INNOVATORS (First to buy a new phone)				
EARLY MAJORITY (Buy after 6 months)				
LAGGARDS (after 1 or 2 years)				

* Think of different advertising mediums (television, newspaper, magazines, internet, radio, art/sport sponsorship). Also think of different types of promotion (special offers, free samples, competitions, gifts, celebrity endorsements). Choose one or more of these and explain in detail. Be careful; the advertising budget is limited (no free BMW with every purchase!).