

## Customer Profiling

### Museum of Brands Self-Guided Worksheet

Customer Profiling is a way for brands to consider who their target audience is and how to effectively market their products to them. Brands can choose different colours, fonts, packaging, media and advertisements to appeal to specific customers. Creating customer profiles helps brands to understand their customers better and influences their design choices and marketing strategies.

As you explore the museum, use this worksheet to investigate the benefits of customer profiling and how it influences product packaging and marketing strategies to reach a larger audience.

## 1. Target Audience

By creating a customer profile, brands can identify who their target audience is for each product. Understanding who is most likely to use the product and who is most likely to be purchasing it will help to determine what packaging will attract certain people. Target audiences can be determined by many factors, and often will influence what marketing options best meet the needs of the group.

For example, children are more attracted to bright colours or brand icons, whereas parents may pay more attention to the health benefits of a product. It is important to get this balance right and increase desire for both groups.

Choose a product from each of the time periods below and describe who might be the target audience and what attracts them to the product.

ERA	PRODUCT	TARGET AUDIENCE	ATTRACTION QUALITY
VICTORIAN	Typewriter	Writers, people who write letters	Convenient, easy to use
1910s			
1940s			
1970s			
2000s			

## 2. Marketing Strategy

A successful marketing strategy will increase awareness of a brand and lead to more sales. There are many ways to market a product and different ways will reach different customers. When thinking about their marketing strategy, brands must think about who is going to be looking at the advertisement and what will attract their attention.

Choose an object from the 1930s toy display. How would you market this object to an adult versus a child?

Adults:

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Children:

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## 3. Content Creation

Content creation can help a brand grow their media presence, increase brand awareness and collect data about what people respond to. Profiling increases the brand's awareness of who is going to be interacting with and purchasing a product. The type of advertising chosen to promote a product will be determined based on the profile, as certain platforms or modes of marketing will appeal to different groups. Certain groups will respond better to particular words or phrases compared to others.

Imagine you are a marketing agent for a company. Choose a product from the 1950s grocer display and create an advertisement. This can include a poster or social media post. Remember to think about your target audience and how this might appeal to them.

## 4. Customer Retention

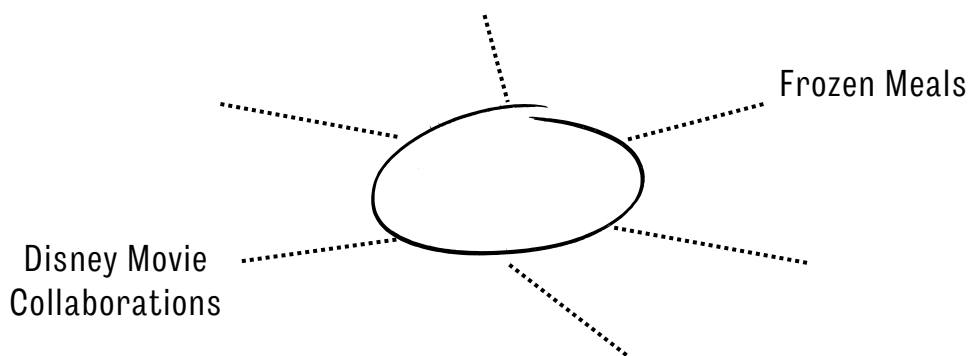
How many times have you repurchased your favourite items? Brands create profiles to help determine what marketing strategies will attract customers and encourage them to repurchase products. Understanding your customer well can help a brand to tailor their product to them, building trust with consumers. Retention rates are often monitored through loyalty programmes and can help to track how many people are repeat customers.

From the food packaging display in the 1970s, select two different products that you would repurchase? What about these makes them desirable?

## 5. Product Development

As society changes and technologies advance, it is important for brands to reconsider the needs of consumers. Especially from the 1960s through to the 1980s, technology was advancing exponentially as fridges, freezers and microwaves became standard household appliances. Around this time, women also began entering the workplace more and product convenience was a growing need for consumers. As the 2000s began, concerns about health and wellness also increased and products started to change to meet the health desires of consumers.

From the 1980s onward, what are some new trends in product creation? Brainstorm what you notice becoming more popular, from 'grab and go' food, to brand collaborations.



# 6. Sustainable Products

In recent years, customers have become more aware of their environmental impact and concerned about how sustainable the brands they buy are. Brands have become increasingly interested in creating sustainable packaging to reduce their environmental impact and appeal to this customer need. Including information on packaging about where and how the product was made can help to reassure the consumer, whilst icons can signal to customers that the brand is working to decrease their waste production and committed to building a sustainable future and combatting climate change.

What sustainability messages might a brand include on their packaging?

Who might the target audience be for sustainable products?

How might this have changed in recent years?