



AD CAMP VIRTUAL INTERNSHIP

CONSUMER INSIGHTS: LESSON 1

ACTIVITY SHEET

STEP 1

Select a brand that you like or that you think is interesting.

STEP 2

Use online resources to research the brand you picked.

- What are their services or products?
- How are their offerings different than other similar companies?

STEP 3

Once you have a better understanding of the brand you are working with, sketch out who you think are the brand's audiences. (demographics, behaviors, why are they drawn to this brand?)