



AD CAMP VIRTUAL INTERNSHIP

CONSUMER INSIGHTS: LESSON 2

ACTIVITY SHEET

Think about the brand you researched for Lesson #1.

Imagine we are going to conduct a study to identify growth opportunities for that client. Consider audiences, products, services, etc.

What are the questions we would need to answer through research to identify your client's growth opportunities? Write two or three research objectives that would be used to help guide your research study.