



AD CAMP VIRTUAL INTERNSHIP

CONSUMER INSIGHTS: LESSON 3

ACTIVITY SHEET

STEP 1

Consider the research objectives you wrote for Lesson #2.
Select a methodology that works best for your study.

STEP 2

Outline what types of participants we will want to participate in the study. Consider the following: age, income, behaviors, interests.

STEP 3

Lastly, sketch out how we will engage with these audiences to best collect their feedback. Consider the following: in-person or online, individually or in a group, on-site where people experience/purchase the brand or a more structured environment.