Advertising Assignment 2

21K-3153

**Target Market for GreenStride**

**1. Office Workers & Professionals**

* Office workers would prefer professional and stylish shoes that exude discipline and professionalism.
* Moreover, the ethical practices of GreenStride would cast a favorable shadow on the company of professionals, and in turn improve their reputation as well.

**2. Parents & Families**

* GreenStride’s practice of using eco-friendly materials does 2 things. First, it helps parents teach their children about ethical practices and second, children are exposed to much less harmful materials than they would usually be exposed to when using normal footwear.

**3. Outdoor & Travel Enthusiasts**

* Require sturdy, long-lasting shoes for hiking and adventurous activities.
* Value sustainability and eco-friendly practices in their purchases.

**4. Eco-Conscious Consumers**

* Perhaps the biggest market of all. Eco-conscious consumers would be most susceptible to GreenStride’s marketing and would prioritize environmentally friendly products.
* They would be more likely to choose ethical brands that align with their values, and also more likely to spread the word about GreenStride to their fellow eco-conscious contacts.

**Marketing Strategy**

**1. Business Partnerships**

* GreenStride could collaborate with other eco-friendly companies to provide discounts to customers purchasing eco-friendly products.
* GreenStride could collaborate with other companies and provide their shoes to employees as gifts. This could spread word about the company and introduce employees to eco-friendly products.

**2. Limited-Edition Collections**

* GreenStride could make exclusive designs featuring newly developed sustainable materials.
* They could also partner with artists to create unique, eco-friendly styles.

**3. Shoe Recycling & Subscription Program**

* Customers who donate old shoes to be eventually recycled into newer GreenStride shoes could be given a special recognition, i.e a membership card, etc
* A subscription program to periodically receive newer shoes in GreenStride’s lineup.

**4. Charity Partnerships**

* Support environmental organizations to promote sustainability.
* Donate a percentage of profits to eco-friendly causes.

**Market Segmentation for GreenStride**

**1. Demographic Segmentation**

* **Age:** 25-50 years old (corporate professionals, parents).
* **Income:** Middle-to-high earners who prioritize quality and sustainability.

**2. Psychographic Segmentation**

* Consumers who favor ethical, minimalist, and eco-conscious shopping.
* Individuals seeking premium, sustainable products and displaying strong brand loyalty.

**3. Behavioral Segmentation**

* Customers actively seeking eco-certified brands.
* Buyers who support sustainability-driven businesses and align with GreenStride's mission.

**4. Geographic Segmentation**

* Urban centers with a strong demand for sustainable fashion (e.g., New York, London, Berlin).
* Travel and outdoor destinations where durable footwear is essential.