

# Segment Nickname Exercise

*Your task in this activity is to see how much we can determine about the typical target market consumer by the 'segment nickname' it has been given.*

*As you know, a segment nickname is the descriptive name that many firms will use when labeling their target markets. Let's see how effective that approach is for helping to quickly understand the segment.*

## ACTIVITY/TASK

A small chain of coffee stores has identified four main target markets. They have identified the segments and prepared segment profiles and have modified their marketing mix with these target markets in mind.

They have also named each segment. This is the only information that you will be provided with and let's see how helpful and descriptive that name is in giving some sense of their target markets. Their defined segment names are:

- Love to chat
- On the way to work
- Here on business
- Time to kill

## QUESTIONS

1. Simply by the use of the name, how would you describe the characteristics and needs of each segment?
2. In what way could the firm alter its marketing mix to better appeal to each of the segments?