

ASSIGNMENT - 8

NEED BASED SEGMENTATION

Hunger satisfaction Segment:

Need: Immediate hunger relief

Benefit Sought: A quick, satisfying snack that provided a feeling of fullness.

Target Audience: Busy individuals who need a filling snack between meals - eg. office workers, students, and those with active lifestyles.

Marketing message: "satisfy your hunger fast take Snickers"

Energy Boosters Segment:

Need: Quick energy boost

Benefit Sought: High-calorie snack for sustained energy.

Target Audience: people on the go or athletes who need a portable source of energy, such as gym, goers, runners or those with physically demanding jobs.

Marketing message: "Packed with energy to fuel your day".

Indulgent Treat Sweets:

Need: A pleasurable, indulgent experience.

Benefit sought: chocolatey, sweet treat for enjoyment and mood improvement.

Target Audience: Consumer looking for occasional treats and sweets craving.

Marketing message: "The ultimate chocolate treat".

On-the-go Snackers:

Need: Convenience and portability.

Benefit sought: An easy to carry snack that can fit into a busy parents who need a snack they can eat quickly.

Marketing message: "Satisfy your hunger anytime, anywhere".

Health-conscious segment (For new products).

Need: Healthy alternative with less sugar or calories.

Benefit sought: Balanced nutritious without compromising taste.

Target Audience: Health conscious individuals, particularly those who prefer low sugar, high protein options.