

TARGET MARKET

In my product design I had to ensure I didn't make the mistake of designing it to appeal to everyone. Instead I made sure my design was aimed to a more specific audience. With designing to a 'niche market' like this, my design would be more successful. In order to do this and formulate a well-defined target market I had to consider a range of factors.

SPORTS MARKETING

Partially in Australia, sports marketing is a sizeable target market for various companies. I briefly considered this line of marketing, however I have since decided to rule that out. This was because still (energy) drinks sit better in the stomach before, during and after playing sport as compared to soda water.



LEGACY OF PREMIUM QUALITY

As mentioned in the brief history of mineral water on page 2, mineral water traditionally sold to the wealthy. When Jacob Schwebpe invented the bottling of carbonated water in 1783, his beverages were sold a bars and restaurants at a supposedly premium price, with new exotic blends being released every week. At the time it was considered a sophisticated beverage for special occasions, each bottle infused with the magic of Schwebpervesence. Later in 1903, the first home-based carbonation machine was installed in state homes across England. So essentially I feel my product should be targeted towards a more 'sophisticated' group of consumers at a slight premium price.

SKILLSSAC

From here I used SKILSSAC and VALS Segment Characteristics to investigate possible groups of consumers with an aim to ultimately determine a new target market for my bottle design.

SEX

Wether the audience are male or female, have minimal impact on this particular drink bottle design.

KNOWLEDGE

In regards to knowledge about how to operate the product, consumers will require minimal prior understanding, as it involves a very basic carbonating process.

INTERESTS

As mentioned later on in the VALS segment breakdown the key interests / desires of my consumer group is to excel at their job / career as well in their family.

LOCATION

Product would be most successful in countries with a warmer climate, as fizzy or mineral water often drunk cold. However that being said the product has the potential to become sold globally.

SPENDING POWER

As touched on in the basic history, soda water was initially sold by Silliman to the the superior upperclass, in exclusive and elegant establishments across New York City. I feel my product design should sit at a slightly premium price but still remain affordable to majority. Essentially the product could be aimed towards those on a medium to high income.

SPECIAL NEEDS

An easy-to-use mechanism (i.e. buttons that are not too small, lids that easy to open, etc) would appeal to people who are either blind or somewhat visually impaired. A design like could also have to potential to appeal to those suffering with arthritis and similar conditions.

AGE

The drink bottle design will target the 20 - 30 year-old age groups. I do not feel the product will be affordable or appropriate from school students.

CULTURE

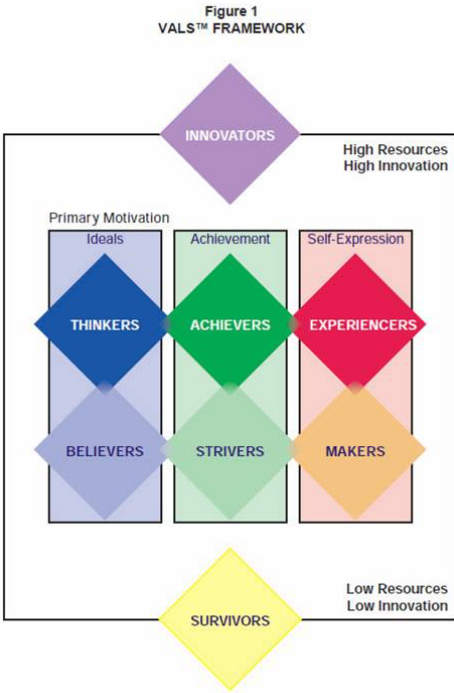
As mentioned before the product will not directly target the sporting culture. However the product has the capability to target the sport spectating culture. For instance various colour schemes for the drink bottles can align with the colours of sporting teams. There is obviously other cultures that this product could easily fit into.

TARGET MARKET

VALS SEGMENT CHARACTERISTICS

A further resource that I used to help with the specification of my target audience was the VALS Segment Characteristics. In understanding a consumers VALS (their values, attitudes and lifestyle), we're able to get a better idea of the inert nature of them. Often this gives us a better understanding of what they are thinking, thus making it easier to identify which kind of promotions or communication strategies will attract them most.

Possible segments of VALS include Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers and Survivors.



Segment	Lifestyle Characteristics	Psychological Characteristics	Consumer Characteristics
Innovators (8% of pop.)	Successful, sophisticated Value personal growth Wide intellectual interests Varied leisure activities Well informed, concerned with social issues Highly social Politically very active	Optimistic Self-confident Involved Outgoing Growth oriented Open to change Unestablished & emerging leaders in business & government	Enjoy the "finer things" Receptive to new products, technologies, distribution Skeptical of advertising Frequent readers of a wide variety of publications Light TV viewers
Thinkers (11% of pop.)	Moderately active in community and politics Leisure centers on home Value education & travel Health conscious Politically moderate and tolerant	Mature Satisfied Reflective Open-minded Intrinsically motivated Value order, knowledge, and responsibility	Little interest in image or prestige Above average consumers of products for the home Like educational and public affairs programming on TV Read widely and often Look for value & durability
Achievers (13% of pop.)	Lives center on career & family Have formal social relations Avoid excess change or stimulation May emphasize work at the expense of recreation Politically conservative	Moderate Goal oriented Conventional Deliberate In control	Attracted to premium products Prime target for a variety of products Average TV watchers Read business, news, and self-help publications
Experiencers (12% of pop.)	Like the new, offbeat, and risky Like exercise, socializing, sports, and outdoors Concerned about image Unconforming, but admire wealth, power, and fame Politically apathetic	Extraverted Unconventional Active Impetuous Energetic Enthusiastic and impulsive	Follow fashion and fads Spend much of disposable income on socializing Buy on impulse Attend to advertising Listen to rock music
Believers (16% of pop.)	Respect rules and trust authority figures Enjoy settled, comfortable, predictable existence Socialize within family and established groups Politically conservative Reasonably well informed	Traditional Conforming Cautious Moralistic Settled	Buy American Slow to change habits Look for bargains Watch TV more than average Read retirement, home and garden, and general interest magazines

Segment	Lifestyle Characteristics	Psychological Characteristics	Consumer Characteristics
Strivers (13% of pop.)	Narrow interests Easily bored Somewhat isolated Look to peer group for motivation and approval Unconcerned about health and nutrition Politically apathetic	Dissatisfied Insecure Alienated Impulsive Approval seeking	Image conscious Limited discretionary income, but carry credit balances Spend on clothing and personal care products Prefer TV to reading
Makers (13% of pop.)	Enjoy outdoors Prefer "hands on" activities Spend leisure with family and close friends Avoid joining organizations except unions Distrust politicians, foreigners, and big business	Practical Self-sufficient Constructive Committed Satisfied	Shop for comfort, durability, value Unimpressed by luxuries Buy the basics Listen to radio Read auto, home mechanics, fishing, outdoors magazines
Survivors (14% of pop.)	Limited interests and activities Prime concerns are safety and security Burdened with health problems Conservative and traditional Rely on organized religion	Powerless Narrowly focused Risk averse Burdened Conservative	Brand loyal Use coupons and watch for sales Trust advertising Watch TV often Read tabloids and women's magazines

ACHIEVERS — Make up 13% of population

After a brief study of these segments, I was able to select my most effective group of people that would ultimately buy my product. Essentially *Achievers* are motivated by the desire for achievement. Achievers have goal-oriented lifestyles and a deep commitment to career and family. Their social lives reflect this focus and are structured around family, their place of worship, and work. Achievers live conventional lives, are politically conservative, and respect authority and the status quo. They value consensus, predictability, and stability over risk, intimacy, and self-discovery. With many wants and needs, Achievers are active in the consumer marketplace. Image is important to Achievers; they favor established, prestige products and services that demonstrate success to their peers. Because of their busy lives, they are often interested in a variety of time-saving devices.

The characteristics of *Achievers* include:

- Lives centre on career & family
- Have formal social relations
- Avoid excess change or stimulation
- May emphasize work at the expense of recreation
- Politically conservative
- Moderate
- Goal oriented
- Conventional
- Deliberate
- In control
- Attracted to premium products
- Prime target for a variety of products
- Average TV watchers
- Read business, news, and self-help publications

