1 > Target: Male, 27-34, disposable income available though not “rich”, college educated, about to propose to first spouse (female).
Product: diamond ring from well-known national chain of jewelers

1 > Target: Male, 27-34, disposable income available though not “rich”, college educated, about to propose to first spouse (female).
Product: diamond ring from well-known national chain of jewelers

2 > Target: Female or male, 14-18, limited income due to age, purchaser of product.
Product: Top gaming system. Not computer.

2 > Target: Female or male, 14-18, limited income due to age, purchaser of product.
Product: Top gaming system. Not computer.

3 > Target: Female or male, 36-42, disposable income available, avid gardener.
Product: Soil premixed for gardening. Can be vegetable or flower specific, but for something that can be harvested. Not for lawn.

3 > Target: Female or male, 36-42, disposable income available, avid gardener.
Product: Soil premixed for gardening. Can be vegetable or flower specific, but for something that can be harvested. Not for lawn.

4 > Target: Male, 18-24, disposable income available, average (stereotyped) amount of responsibility and partying for this age group and gender.
Product: Las Vegas Tourism.

4 > Target: Male, 18-24, disposable income available, average (stereotyped) amount of responsibility and partying for this age group and gender.
Product: Las Vegas Tourism.

5 > Target: *Primary Target:* Female, 47-54, *Secondary Target:* Male (husband of female), disposable income available, parents of 2 grown children no longer at home.
Product: Guided tours to Europe (pick specific area)

5 > Target: *Primary Target:* Female, 47-54, *Secondary Target:* Male (husband of female), disposable income available, parents of 2 grown children no longer at home.
Product: Guided tours to Europe (pick specific area)

6 > Target: Primary Target: Male 48-56, upper class level of income (= “rich”), retired
Product: High quality kitchen tool or appliance (knives, grill, pans, etc. - you choose).

6 > Target: Primary Target: Male 48-56, upper class level of income (= “rich”), retired
Product: High quality kitchen tool or appliance (knives, grill, pans, etc. - you choose).

7 > Target:

Product:

7 > Target:

Product: