**Advertising Assignment #2 -VALS**

**Value: 20 marks**

1. Visit the following article : [Advertising: It's Everywhere](http://mediasmarts.ca/marketing-consumerism/advertising-its-everywhere) (http://www.media-awareness.ca/english/parents/marketing/advertising\_everywhere.cfm) and complete the following table. If you’re having trouble thinking of an example, try to Google the strategy.

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| --- | --- | --- | --- |
| Marketing Strategy | Where have you seem this strategy used? Or, give an example of how a marketing company might use this strategy | What product or service was being sold? | Which group was the target market or audience? |
| *Example for “Stealth-Endorsers”* | A movie star being loaned an expensive sports car from Porshe, just to be seen driving the vehicle. | The Porshe brand and vehicle | This strategy would be aimed primarily at men aged 20-35. |
| Ambient Advertising |  |  |  |
| Stealth - Endorsers |  |  |  |
| Naming Rights |  |  |  |
| Targeted Advertising |  |  |  |
| Cross-Merchandizing |  |  |  |
| Product Placement |  |  |  |
| Digital or Virtual Advertising |  |  |  |

1. The term “psychographics” refers to the study of the values, attitudes, desires and needs of consumers. This study helps companies learn about who will buy a product, and why. A tool called VALS (Values and Life-Styles) is used by companies and categorizes consumers [into eight types](http://www.strategicbusinessinsights.com/vals/ustypes.shtml) (http://www.strategicbusinessinsights.com/vals/ustypes.shtml).

a) Visit the VALS website and read the descriptions of each type. Which type do you think you are?

Visit the [VALS website](http://www.strategicbusinessinsights.com/vals/presurvey.shtml) (http://www.strategicbusinessinsights.com/vals/presurvey.shtml) and complete the survey provided at the website.

1. According to the survey, what category do you fall in?
2. What was your secondary category?
3. Compare this with your buying pattern. Is this accurate?
4. Do you feel that you may fall into another category? Why?