



## MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY

### INSTRUCTIONS

Consider what you have learned about market segmentation and target markets.

After reviewing the information in the “Happy Marketing: History of the Happy Meal” presentation, you will create your own Happy Meal promotion. You will then present your ideas in class.

Working in pairs or small groups, describe your strategy in the space provided.

Your target market:

WHY you will be targeting that specific consumer group:

Description of the Happy Meal promotion:

Will it include a toy?

If so, describe the toy. If not, explain why.

Will you partner with a film studio? Sports team or event? Athlete? Celebrity? If so, who?

In the space below, explain how this promotion, and target market, will deliver an increase in Happy Meals sales for McDonald’s.