Name _____

Section _____

# RESEARCH QUESTIONS – MKT 291
MEDIAMARK, MINTEL, STATISTA

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1) Identify at l**east TWO or <u>more</u> synonyms or related terms** for **EACH column** in the table below. These **related terms and synonyms** will be useful when **searching across the library databases**.

Your Brand/Product	Your Consumer Group	Your Lifestyle Trend/Innovation

2) Go to the **Marketing 291 page http://libguides.lib.miamioh.edu/mkt291** and get into the **Mediamark database**. Type in **your brand or product name** into the keyword search box to locate a relevant report about who is consuming it. Once you are in the report, make sure you have **your brand or product HIGHLIGHTED** in the left-hand toolbar.

Label your typical consumer using the **highest Index numbers** from Mediamark. Remember to **ignore any RED data**.
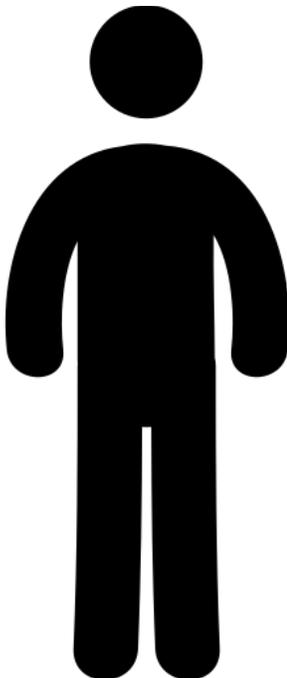
Gender _____

Age Range _____

Household Income _____

Education _____

Race/Ethnicity _____

Now sort by the **Index column** to find media usage. List the **top 3 media** they use (can be a mix of TV channels, magazines, websites)

1. _____

2. _____

3. _____

3a) Go back to the **Marketing 291 page** http://libguides.lib.miamioh.edu/mkt291 and click on the link for **Mintel Database**. Use the search box at the top to search for your brand or product (you can also look up different kinds of consumers like Millennials, Hispanics, Moms, Teens, etc.) Choose a report that looks like it would be relevant to your project. (Hint: on the page with the list of results, make sure to choose one that says **Report or Report Section** under the title, don't pick one that says News or Analyst Insight.) **What is the title and date of the report? What makes this report seem relevant to you?**

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3b) Find the **Infographic Overview** OR the **Social Media Overview** for the report and download it. Open it up and **list something** from it that **looks relevant to your project in this class**.

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3c) Go back to the front page of the report and **scroll down** and **click** on the **Consumer section** to open it up. In that section, find a **piece of data that looks relevant to your project in this class. What is the data and why did you choose it?**

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4a) Go back to the **MKT 291** Course Page **(**http://libguides.lib.miamioh.edu/Mkt291**)** and click on the link for **Statista**. Search for a statistic on **your brand or product**.

What is the **title of the statistic** and what is the **source of the data?**

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4b) Now search for a statistic on the **consumer group** you are targeting.

What is the **title of the statistic** and what is the **source of the data?**

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