**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 4: ACTIVITY 2**

**Group Activity**

**In search of an answer**

Imagine that you are a market researcher and your major client is the owner of the Simply Chique chain of up-market fashion stores targeting the affluent, urban 18-24-year-old female segment. The brand’s phenomenal growth was powered by tapping into the popularity for vintage clothing.

But the profile of the consumer is becoming noticeably older and your client is anxious to understand what it needs to do to stay relevant to its young demographic. They need to act quickly to prevent their target consumers from positioning the brand as old-fashioned and meant only for middle-aged women.

**Your challenge**

The client wants to understand what the most powerful value proposition needs to be and which of the new media channels are most likely to be the best ones to reach their target audience.

Working as a group, your task is to outline a market research plan that can identify possible causes for the demographic shift and to provide data that can inform a new business and marketing model.

Your plan should identify:

* What type of research would be most appropriate
* The recommended sample profile/s
* The research question/s
* The type of data that is needed to inform decision-making.

**You must move quickly, so keep your plans concise and precise and present them as a plan-on-a-page i.e. no more than one-side of A4 paper.**