**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 2: Activity 11**

**INDIVIDUAL ACTIVITY**

**Pull strategy – mini essay**

Imagine that you are the marketing manager for an upmarket brand of consumer cooking equipment.

Your target audience consists primarily of 25 to 40-year-old affluent city dwellers who live in your country.

Develop a pull strategy for the brand and describe the techniques you could use to engage with this target audience effectively.