

MARKETING & ADVERTISING

Complete the text by clicking on the given words and their corresponding blanks.

promotional	campaign	target markets	anticipate
launched	brand	attract	analyzed
	satisfaction	strategy	marketing

Shell Oil has finished a market research project which was to develop a new brand image for the company. To begin with, the firm's marketing team decided to differentiate the Shell brand from the other brands on the market, so they carried out a detailed study of the market over 18 months. They then interviewed 5,000 people about their attitudes to driving cars in general. Afterwards, they analyzed the results, which showed that there were 10 different consumer segments. The 10 segments were studied, and three groups were identified as the target markets. Work started on improving products and services to ensure the customers' satisfaction and lastly, a new strategy was launched to attract consumers' attention to the company's improvements. The firm's management anticipate this innovative marketing campaign will be profitable.