

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 _____ team decided to differentiate the Shell _____ 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 _____ the results, which showed that there were 10 different consumer segments. The 10 segments were studied, and three groups were identified as the _____. Work started on improving products and services to ensure the customers' _____ and lastly, a new _____ was _____ to _____ consumers' attention to the company's improvements. The firm's management _____ this innovative marketing _____ will be profitable.