**Claritas & Census in-class activity**

![C:\Users\Drew\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\IJZTAAYV\MC900370334[1].wmf]()**Customer Research\***

Using research to understand details about your customers can save you time and money. For example, if you sell video games and accessories, and you know that your **target customers** are adult male and female gamers between the ages of 21 and 40, analyze available secondary research (such as information from Claritas and the Census) to glean information on this age group: where they shop, how they share information, what publications they read, and what conferences they attend. With this information, you can precisely plan your public relations strategy, such as media to use and events to plan or attend.

**Your class participation assignment is to work in teams and use the secondary research, data from Claritas and the U.S. Census information you collected, to determine what media to use and events to plan or attend for your client.**

**Work as a team but each person must submit a report. Please write or print legibly.**

1) Your report will have a paragraph that describes what your client does (their services to customers or the community). You will need to use your phone or other device to search online.

For example, what the client does (could be identified as their mission statement):

United Way of Greater Philadelphia and Southern New Jersey is a volunteer-led organization that advances the common good by concentrating on the three issues that are the building blocks for a good life – education, income and health. We recruit the people and organizations with the passion, expertise and resources to get things done and create real, measureable change in our community.

2) Create one paragraph for each of the three data sets you decide to use; identifying media and events that you would use to conduct your PR activity for each data set.

Data set 1 – “Domestic Duos” - a segment of the population that is mostly retired we would want to identify them as volunteers by holding a sign up table publicizing our efforts with the cooperation of Kohl’s Department stores since they shop there. Getting an announcement placed in the local editions of Smithsonian magazine would be effective use of media since they read it.

Data set 2 - census education expertise

Client 1

If you were doing public relations/marketing for Camden County College **select three data sets** and determine how you would use the information to plan your public relations strategy. What media would you use and events to plan or attend to communicate?

Client 2

If you were doing public relations/marketing for Habitat for Humanity **select three data sets** and determine how you would use the information to plan your public relations strategy. What media would you use and events to plan or attend to communicate?

Client 3

If you were doing public relations/marketing for the Camden County Animal Shelter **select three data sets** and determine how you would use the information to plan your public relations strategy. What media would you use and events to plan or attend to communicate?

Client 4

If you were doing public relations/marketing for the CCC Optical Shop **select three data sets** and determinehow you would use the information to plan your public relations strategy. What media would you use and events to plan or attend to communicate?

*\* Source material* [*http://yourbusiness.azcentral.com/research-important-strategic-public-relation-plans-10235.html*](http://yourbusiness.azcentral.com/research-important-strategic-public-relation-plans-10235.html)