

C O N T E N T S

RESOURCE 1 RESEARCHING THE CONSUMER SEGMENTATION 472 482

RESOURCE 2 CASES + Experiential Learning Projects

CASES

Short Descriptions of Marketplace Happenings

From the classic
Don't Mess With Texas
to the 2020
Beauty Unaltered

Case 1	Desigual Loves Your Selfie Obsession	486
Case 2	For the Love of Bread	487
Case 3	Watch This Movie with a Hundred Bikers	488
Case 4	Undie Party in a Store	489
Case 5	Nudie Jeans: The Naked Truth About Denim	490
Case 6	Don't Wear Your Stockings; Spray Them	491
Case 7	Beauty Unaltered: Courtesy of CVS	492
Case 8	Music for Your Pet's Ears	493
Case 9	Don't Breathe... Buy Our Diesels	494
Case 10	Love at First Taste	495
Case 11	A Tale of Two Social Experiments in India	496
Case 12	Selling Victoria's Secret in Saudi Arabia	497
Case 13	A Festival of Love: Courtesy of the Singapore Government	498
Case 14	Water for Her, Water for Him	499
Case 15	Moxy Hotels: Will Millennials Check In?	500
Case 16	How Brands Charm Women	501
Case 17	A Car for Women by Women	502
Case 18	How I Bought My Car	503
Case 19	Let's Talk Race	504
Case 20	Don't Mess with Texas	505
Case 21	Ideals of Beauty: Brazil vs. the USA	506
Case 22	New Food Labels: Make Them Bigger	508
Case 23	How Green Is Your Campus?	510

Social + Digital

From the *Miller Lite's*
Unfollow Call to the
Getty Museum's Art
Challenge

SD 1	Unfollow Us for Free Beer	511
SD 2	A Cool TikTok Dance	512
SD 3	How Many Ways Can You Serve A Burger?	513
SD 4	When Humble Products Become Bespoke Art	514
SD 5	A Briefcase Like No Other.	515

Experiential Learning

Easy Stimuli to Kickstart Your Practice Projects

From Drawing
Perceptual Maps
to Crafting
Brand
Personalities

EL 1	Give Your Brand A Personality of Its Own	517
EL 2	When Brands Bring Emotion	518
EL 3	I Obey My Thirst	519
EL 4	The Art of Drawing Perceptual Maps	520
EL 5	Build It and They Will Come	521
EL 6	Getting Consumers to Write Their Autobiographies	522
EL 7	What is Your SELF Made of?	523
EL 8	Listening to My Self-concept	524
EL 9	Measuring Self-Image Brand-Image Congruence	525
EL 10	Going to the Ballgame: Take Your Psychographics With You	526
EL 11	The Psychology of Gift-Giving	527
EL 12	Which Watch Do You Like?	528
EL 13	Give This Doughnut Your Marketing Mojo	529
EL 14	Food and I	530
EL 15	My Mood Water	532
EL 16	Let's Meet Some Millennials	533

RESOURCE 3

GLOSSARY	534	ENDNOTES:
INDEX (SUBJECT)	551	WWW.MYCBBOOK.
PHOTO CREDITS	555	COM/5E/ENDNOTES
ABOUT THE AUTHORS	558	