

Target Audience: Demographics and Psychographics

The target audience for this ad is men and women ranging in ages from 25 to 40 who want to be more active on a daily basis. They are typically in the market for a device to help them get in shape. The target audience is comfortable with technology but do not have to be experts. They are fit individuals or individuals with desires to track their exercise. They can also be customers with a modest amount of extra activity a day that can have significant benefits.

They earn up to \$80,000 a year. Most are first-time homeowners. They range from single to married individuals. Most are college graduates and are educated people. They have expendable income. These people are more comfortable buying from well-known or name-brand companies.

Most have careers outside the home with busy lifestyles. The target audience stays busy with work and other daily activities. They use a smartphone and visit social media sites frequently.

Members of the target audience are typically first time Fitbit buyers. They are aware of the Fitbit brand and the new features the Fitbit Alta offers. They want to own a Fitbit to create a more active lifestyle as well as track their sleeping and exercising habits.

Direct Competitors and Brand Images

Direct competitors are other fitness bands that track activity and sleep.

- Apple watch: The target audience views this as a fitness tracker as well as a way to receive messages and calls.
- Jawbone Up: The target audience views these best for simplicity. They believe it to be a great looking tracker with accurate data. Incredibly in depth for tracking sleep.
- Microsoft Band: The target audience views Microsoft band great for running. They do not believe it is the most comfortable wristband to wear.
- Garmin Vivoactive: The target audience views it best for notifications.

Indirect Competitors and Brand Images

- Gym memberships: The target audience believes this would also be effective in helping them be more active, but is hard to always go with their busy lives.
- Fitness classes: The target audience believes this would help them be more active, but fitness classes sometimes interfere with their daily activities.