Super Bowl 2016

A **target market** is a group of customers a business has decided to aim its **marketing** efforts and ultimately its merchandise towards.

What was the cost of a 30 second advertisement for the 2016 Super Bowl? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Use the following website to review the advertisements from the 2016 Super Bowl <http://www.superbowlcommercials2016.org/> Choose ten of the commercials and determine who the commercial was designed to target. Provide the name of the commercial, a brief description of the commercial, who the commercial was targeted to, and whether you feel the commercial was worth the cost. Fill in the chart below with this information.

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| Name of Commercial | Description | Who Commercial was Targeted To | Was it Worth It |
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