



Master the Art of Social Media

Course Assignment# 2

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Activity: Choose 3 brands of your choice and try to figure out their Brand Purpose and their Target audience

Examples : Nike , Apple , UNILEVER , Ikea , Jazz,

Brand 1

Name _____

WHY? _____

Their Target Audience _____

Brand 2

Name _____

WHY? _____

Their Target Audience _____



Brand 3

Name _____

WHY? _____

Their Target Audience _____
