

PMB 2010 Spring What's New

Publications:

Hello! Canada
Zoomer Magazine

Publication websites:

www.ellecanada.com
www.nationalpost.com

Automotive:

Auto Insurance: *Companies (brands)*

Motorcycle: *Body Style: cruiser, sport, touring, off-road*

Motor Oil: *# of oil changes*

Business:

Decisions about Business: *revised list*

Financial:

Debit/Bank Cards: *Personally Have, Used For (cash withdrawals, deposits, make a purchase, pay bills)*

Mutual Funds: *Types: wrap fund*

Groceries:

Granola/Cereal/Muffin Bars:
Kinds: *sweet & salty*

Milk: *brands*

Natural Cheese: *brands*

Health Care/Remedies:

Health Care visits: *Types: dentist*

Home Electronics:

Cell Phones/Smartphones/Handheld Organizers: *Features: calendar/organizer, gps navigation, internet access*

Phone Brands: *usage of features*
Digital Photos: *# of prints purchased*
How: *at home (regular printer, photo printer), at store*
Where bought

Pre-recorded Music: *\$spent, Format: cd, mp3/downloads*

Telephone Services:

brands

Household Products/Pets:

Air Fresheners: *Types: flameless candles*

Disinfectant Sprays: *brands*

Soap/Detergent for regular Laundry: *Forms: liquid, powder*

Concentration: regular/non-ultra, ultra, 2x, 3x

Types : high efficiency

Leisure/Restaurants:

Restaurants: *Types: thai*

Media Activity:

Daily Newspapers: *Sections usually read: health*

Internet purchasing: *Types: home furnishings, sports equipment*

Internet websites: *Personally visited past month: Types: beauty/fashion, food/recipes, home décor, online classifieds, online dating, sports*

Instant messaging, blogging, podcasts, watched tv show, social networking

TV reception: *high definition service*

Personal Care:

Hair Conditioners: *Types: anti-frizz*

Hair Removal: *Used For: arms, legs, bikini, face*

Hand/Body Cream: *Types: body butter*

Shampoo: *Types: anti-frizz*

Shopping:

Pre-paid gift cards: *Amount Spent, # Purchased, Kinds: (salon/spa, bookstore, clothing/footwear, coffee shop, department store, drug store, grocery store, home electronics, home improvement, movies, music store, restaurant, shopping mall, stationery/office supplies, travel, video)*

Women's Clothing: *Type of Store: boutique/designer, high end/luxury*

Travel:

Car Rental: *reason for renting: car in for service*

Shows/Exhibitions: *mothers/babies*