|  |  |  |
| --- | --- | --- |
|  | **Target Market** | **What Decision(s) Do You Think Contributed Most To The Group’s Ultimate Performance?**  **(Good or bad)** |
| Group 1 |  |  |
| Group 2 |  |  |
| Group 3 |  |  |
| Group 4 |  |  |
| Group 5 |  |  |
| Group 6 |  |  |
| Group 7 |  |  |
| Group 8 |  |  |
| Group 9 |  |  |
| Group 10 |  |  |
| Group 11 |  |  |
| Group 12 |  |  |

**Name:**

What insights did you gain about marketing as a result of the BuzzFeed project?