|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Subaru Car | Mitsubishi Ute | Transformers Movie Poster | The Proposal Movie Poster | Coca-Cola | Billabong Eco-Board shorts | Omega Watch | Diva Jewellery |
| Gender |  |  |  |  |  |  |  |  |
| Age Bracket |  |  |  |  |  |  |  |  |
| Income level |  |  |  |  |  |  |  |  |
| Educational level |  |  |  |  |  |  |  |  |
| Geographic location |  |  |  |  |  |  |  |  |
| Lifestyle |  |  |  |  |  |  |  |  |
| Usage rate |  |  |  |  |  |  |  |  |