

Resources

Product	Product	Product	Emotion	Target
After school care	2 nd hand sales	Animated Ads	Love	10 yr olds
Alarms	Bags	Artist	Competitive	Professionals
Animals	Bikini Top	Band rep	Support	Drivers
Beanie	Blackboard	Bath	Comfort	Teenage girls
Book	Book ends	Clock	Relax	Teenage boys
Brochures	Boxer shorts	Coasters	Anger	Rugby club
Calendar	Candle	Education toys	Good time	Solo parent
Cards	Clothing hire	Essential oils	Sullen	New parents
CD	Coffee Mugs	Exam kit	Cold	Dads
CD Rack	Cushions	Football	Hot	Lovers
Cellphone cover	Diary	Gala toys	Exhausted	Teachers
Childrens mats	Email collect	Hair essentials	Confused	Exam students
Coasters	Fertilizer	House swap	Sore	Gardeners
Cookie Dough	Flower pot	Lawn spray	Involvement	Beach goers
Courier	Food	Local history	Exciting	Swimmers
First Aid Kit	Hair cuts	Magazine	Funny	Sports fans
Flowers	ID Card	Manage events	Hungry	Pet lovers
Hat	Installation	Medicine	Tired	Big business
Hoodie	Lamp	Number plates	Cool	New businesses
Jewellery	Maori signs	Photo Album	Important	Computer users
Key ring	Mirror	Possum stuff	Warmth	Cellphone users
Map	Nanny service	Poster	Warm fuzzy	Mums
People tracing	Oils	Promotions	Friendship	Grandparents
Personal trainer	Paintball	Radio	Frustrated	Home owners
Picture Frame	Petting Zoo	Recycled stuff	Humour	Moving house
Plastic moulds	Postcards	Sheepskin	Wow	Technophobes
Recipe Book	Proof reader	Shells	Safety	Non-gardeners
Rose care	Puzzle	Stamp pad	Security	Team
Sports eventer	Roof painting	Stationery	Lustful	Supporters
Spring clean	Rugby Jerseys	Video games	Playful	Bowling club
Toy	Soap	Walking stick	Organized	Church
T-Shirt	Torch	Waste disposal	Creative	Fashion victim
Vege growing	Translator	Web site	Hype	Primary School
Web sales	Weeding	Window wash	Pressured	School admin
Window display	Wheat Bag	Wool	Bored	Address books