

Handout: Customers & Potential Companies

Airline passengers – Delta, Southwest, Jetblue

Rideshare passengers - Uber, Lyft

Hotel guests - Marriott, Hyatt, Hilton, Wyndham Gardens

Exercise & Gym Enthusiasts - LA Fitness, Life Time, 24 Hour Fitness

(Online) Retail shoppers - Macy's, Amazon, Target, Costco

Make-up enthusiasts - MAC, L'Oreal, Estee Lauder, Clinique

Social media users - TikTok, Instagram, Facebook, Twitter, Snapchat

Automobile owners and drivers - Ford, GM, Chrysler, Honda, Toyota

Gamers - Nintendo, Xbox Game Studios, Sony Interactive Entertainment

Medical/Dental Patients - Healthcare companies & Hospitals

Students - Colleges & Universities; eLearning Companies

Pet Owners - Veterinarian Clinics, Pet Retailers

Cruise ship passengers - Cruise Ship Companies

Restaurant guests – Management Trainee Jobs in Large Restaurant Chains

Wine Lovers – Vineyards; Wine Tour Guides

Gardeners - Landscape Management Companies; Gardening Retailers

Theatergoers - Broadway, Regional Theaters

TV audiences - Nielsen, Network Television Channels, Television production companies

Sports Fans - NBA/WNBA, NFL, NHL, MLB, or the Major League Soccer (MLS)/ National Women's Soccer League (NWSL)

Legal clients - Law Firms; Government; Think Tanks; Civil Rights Organizations

Artists - Museums, Symphonies; Ballet Houses, Opera Houses, Galleries

Other businesses - Consulting Firms

Tourists - Touring Companies (Domestic & Overseas)

Entrepreneurs - Banks, Small Business Administration

Homebuyers - Real Estate Companies

Job Seekers - Search Firms, Recruiting Opportunities at Large companies, small business & not-for profit

Cell Phone Customers - Verizon, Sprint, T-mobile