



# TARGET AUDIENCE MAPPING: KNOW YOUR TARGET AUDIENCE

COMPILED BY BRANDON OELOFSE

# TABLE OF CONTENTS

## Target Audience Mapping: Know your Target Audience

INTRODUCTION TO TARGET AUDIENCES	3
BROAD TARGET AUDIENCES	4
SPECIFIC TARGET AUDIENCES	6
THE TARGET QUESTION	6
INFLUENCERS	7
AGREED REALITIES	8
FEELINGS OR EMOTIONAL PAYOFFS	9
FORMULATING A TARGET AUDIENCE STATEMENT	11
RESEARCH	11

## INTRODUCTION TO TARGET AUDIENCES

Who are you talking to? It may seem like a simple question, but one of the questions many communicators struggle to answer. Broadcasters and publishers will often say “everyone” or spit out a very broad target audience statement.

As media becomes more segmented, knowing EXACTLY whom you are speaking to is essential. In the digital world there is an emphasis on putting the audience first, not the media. In this module we explore target audience mapping, starting with a broad target audience and moving to a specific target audience.

Why segmentation? Market segmentation, the forerunner to marketing, was all about identifying new markets or customers. Segmentation was used to identify “high yield segments” – that is people who are likely to be most “profitable”. The idea is that if you understand the market, you know how to talk directly to their needs. Market segmentation follows the history of broadcasting in its innovations. The three major eras:

1. *Mass Marketing* (1880- 1920) – Standardized, National Level, Scale. These were the national publications, news reel services and standardized broadcasts (Print and Radio)
2. *Segmentation*: (1920's- 1980's) – Increased market sizes, demographic market sizes - Think about the products of the 50's aimed at “Housewives” or “Businessmen” (Print, Radio and emergence of Television)
3. *Hyper-Segmentation* (post 1980's) – Narrow, well defined audience segments, small groups and one-to-one marketing. With digital and social communication, the need for even more narrow target audiences emerged. (Internet and online media emergence)

At RNTC the mapping technique is based on the technique that is used by many marketing organisations and is sometimes called “stakeholder mapping”. The technique was originally developed to move people to purchase products and services (traditional marketing). However the map has applications for all communication including behaviour change communication.

The technique helps you identify:

- › An attitude, behaviour, skill or knowledge gap in your audience
- › Influencers for your audience
- › Their beliefs about their current behaviour, attitude or knowledge
- › Emotional motivators

## BROAD TARGET AUDIENCES

Broad target audiences have been a staple of media and communications for decades. Broadcasters use these to segment their shows, publications and articles. Typically, a broad target audience is based on Demographics and Geographical information.

Demographic information		Geographic information
Age	Occupation	Resources
Gender	Religion	Cultures
Ethnicity	Nationality	Neighbourhoods
Income	Lifecycle	Cities
Qualification	Language	Regions
Marital status	Race	Countries
Sexuality	Media Use	Climates

A typical target market looks like this:



*The youth audience we intend targeting with our TV show #BR are Young Black Urban South Africans between 14- 24 years old. They are educated and interested in the world around them.*

### Snap shot Demographics

- Urban: 80%
- Majority High school
- High School + early Varsity
- Major urban centres
- 14- 24 years olds are our primary age group

### Digital platforms on

- Facebook
- Some Twitter
- Some Snapchat
- WhatsApp

**Listen to:** Metro/ Five FM

**Hero:** DJ Fresh

**Best Clothing store:** Mr. Price

**Favorite Brands:** Nike, Converse, Vodacom, Ama-Kip Kip

**Drink:** Coca-Cola

**Eat:** KFC

### Biggest competitor:

Hectic 9 Nine is a daily youth lifestyle program that has a similar target audience. Daily 4-5 pm.

The above target audience for a Television programme in South Africa is typical of a Broad Target Audience. There are however immediate problems with having an audience this broad. While there will be some content that appeals to all in this group, a vast majority of things differ. Consider just the level of language and language complexity the hosts would use to appeal to a 14 year old versus that which would appeal to a 24 year old. While one part of the audience is entering high school, the later part of the audience is exiting university.

We can tell a great deal about a person simply by examining the demographic data about their life – their age, income level, education, occupation – but by itself, this data is only of limited use. It tells us nothing about their aspirations, their beliefs, their attitudes, or any other subjective psychological measure.

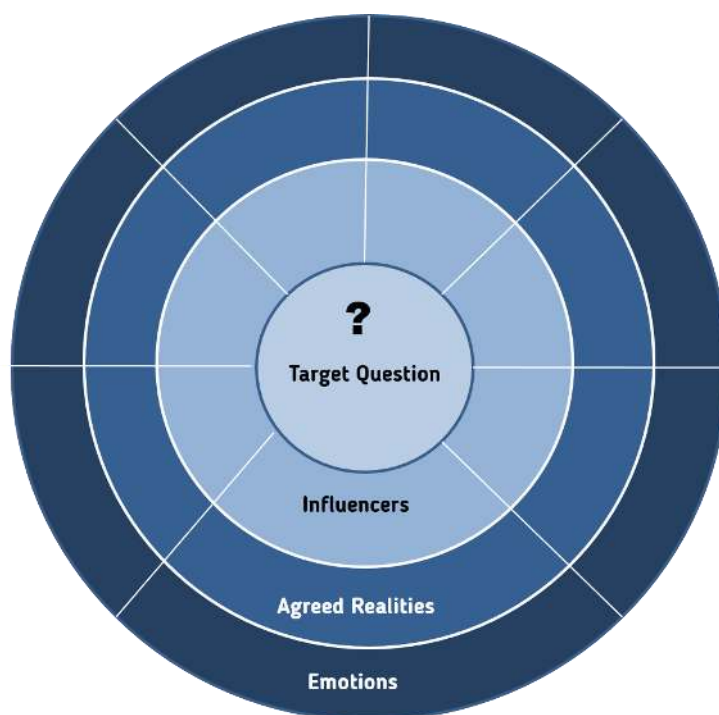
Defining your broad target audience is the starting point. It is your first distillation of your audience, the next step will be to refine this audience even further.

## SPECIFIC TARGET AUDIENCES

Once you have defined a broad target audience, the next step is to create a specific target audience. To do this we use a mapping technique. Starting with a target question in which we identify a behaviour, we then examine the question through those that influence it, the beliefs about the behaviour or attitude and finally the emotional driver behind the audience's behaviour.

Once we have discovered who the audience is that we are talking to, we can then develop strategies on how to influence this group through entertainment, campaigns or communication. As stated previously, the map is based on a behaviour change model. It requires the identification of a behaviour in the target audience. Once we discover why the audience has this behaviour, through understanding their beliefs, influencers and emotional drivers we can then bring them new knowledge, skills or attitudes to change it or shift it.

The map uses a number of concentric circles from the Target Question.



*Left: A Blank Map. It consists, from the center moving outward: a "Target Question", then "Influencers" on the target audience, then "Agreed Realities" and finally the "feelings" or emotional payoffs for the behaviour.*

## THE TARGET QUESTION

At the centre of the map is a Target Question. A target question is a question related to behaviour. It starts with WHY? The more specific the question is, the better your map will be.

Your broad target audience is a good starting point. Now identify a smaller segment. To formulate a target question you need to use the following equation:

## Why does... Community + Freely Chosen Behavior

### COMMUNITY

A community is a group of people who share a similar belief. “Teenagers”, “Mothers” “Muslims” are all communities. Consider the number of communities you belong to. This may include many of the demographics and geographic you listed in your broad target audience statement.

What is necessary is that their motivation for doing something must be the same. There will often be a gender difference in reasoning, for example women may choose different reasoning to men for the same behaviour.

### FREELY CHOSEN BEHAVIORS

A freely chosen behaviour is any behaviour the audience does at will. The community group are not forced to do it, they chose to do it. While many people think tradition and religion are not freely chosen behaviours, they are indeed. One may choose to celebrate religious festivals or observe religious traditions.

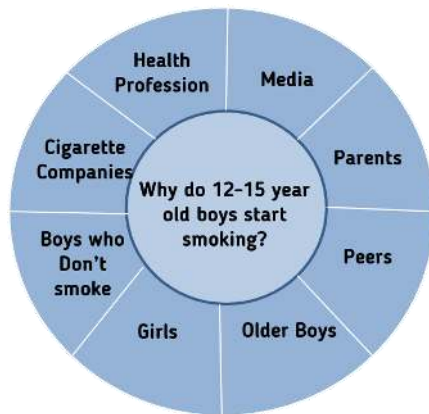
When a behaviour is not freely chosen, then it is necessary to discover whose behaviour is freely chosen. For example, why do Saudi Arabian women not drive? Until 2018 it was illegal for women to drive cars. Their behaviour was not freely chosen. It is therefore necessary to map “Why do Saudi law makers not allow women to drive?”

Target Question Examples:

	Community	Freely chosen behaviour
<b>Why do</b>	Young mothers in Europe	not breast feed in public?
	Young European first generation Muslims	Join Isis?
	Jewish Americans	Circumcise their sons?
	Mid-western African Americans	Reduce their salt intake, despite their high-risk status for hypertension?
	Eastern European University students	Share fake news articles?
	Nigerian University students	Join cult groups?
	Ugandan male teenagers	Not use condoms?
	Chinese parents	Use marriage markets to find spouses for their children?

## INFLUENCERS

In the second concentric circle, you should list the major communities or influencers that influence the behaviour or belief. There are the people/things that the community that you have stated in your target question are influenced by. Always include their peers (peer group pressure), culture, image, money, gender, sex, opposing views. Who are the experts for this group? Who are their celebrities? Each influencer gets their own slice of the map.



If you examine the map to the left you will notice that the map includes both positive and negative influences on behaviour. "Parents", "Health Profession" and "Boys who don't smoke" all may influence the "start smoking" behaviour as negative. It is important to include them in the map as they still have influence on behaviour.

Influencers such as the media are also included in the map. There may be dominant ideas that target audience receives from media about their behaviour.

If you know specific celebrities that are relevant to your audience, include them in influencers.

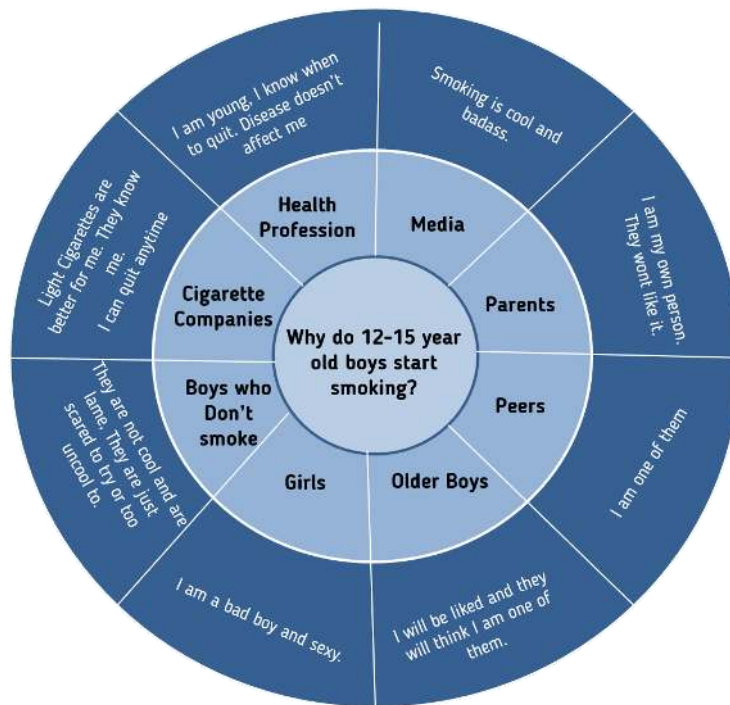
## AGREED REALITIES

An agreed reality is the belief that the community in the middle of the map has about how the influencer views their behaviour. Think about it as if you were looking from their point of view. It is **not the reality of the influencer but the reality the target question community** has based on the influencer. In the example of "Why do some teenage boys smoke cigarettes?" an important influencer for teenage boys will be their peers (other teenage boys who smoke). By smoking, teenage boys will think that their peers believe them to be "one of us" or their belief could be that they are "cool".

When examining agreed realities, always approach it from the perspective of the target community in the centre of the map. It is good to use common phrases or slang words that your audience would use in the explanation of their beliefs. These are often mantras that are shortcuts to why they believe what they do and these can be challenged through new knowledge, skills or attitudes.

In the map below, the decision to start smoking has a number of agreed realities for young men. These are included below. You can add a lot more influencers and agreed realities as you discover you are missing important influencers or in talking with your target audience to understand their beliefs.





**WHAT ABOUT GAPS IN KNOWLEDGE OR SKILL?**

It may become apparent that there is a gap in knowledge or there is a belief that demonstrates a skill is required. For instance, young women don't use female condoms because they don't know how they work. You should include these in your map. The Agreed Reality is "Don't know how they work" or "Never tried it".

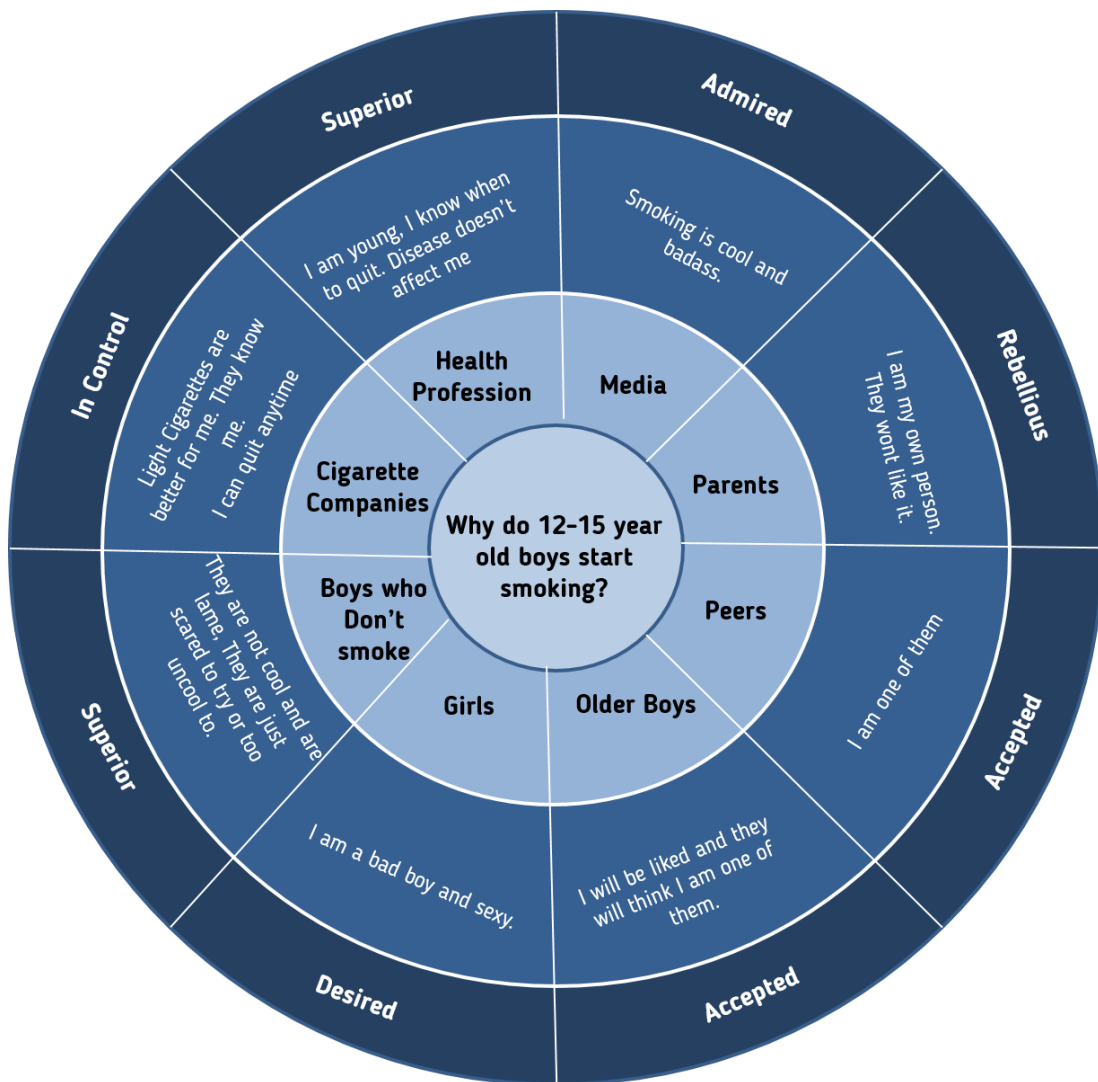
**FEELINGS OR EMOTIONAL PAYOFFS**

Emotions are essential in understanding behaviour. It is not true that logic is responsible for our decision-making; rather it is emotion that is the biggest driver. It is therefore necessary to understand what our audience feels about the behaviour in relation to the influencer.

In each slice of the map, you should correspond an emotional driver or emotional payoff. Below are a list of both positive and negative emotional payoffs.

Inferior	Joyful	Guilty	Shameful	Disgusted	Angry	Annoyed
Superior	Admired	Free	Proud	Loved	Adored	Hopeful
Hated	In control	Powerless	Feared	Fearful	Rebellious	Desired
Passionate	Embarrassed	Compassionate	Affectionate	Energized	Irritated	Frustrated
Lonely	Sad	Hurt	Desired	Compassionate	Regretful	alienated
Nervous	Lust	Contempt	Relieved	Surprised	Bitterness	Envious
Jealous	Terror	Panicked	Aroused	Sentimental	Needed	Trusted

The reason why we do something is that it makes us feel good or makes us have a positive reaction. Humans avoid feeling negative emotions.



## FORMULATING A TARGET AUDIENCE STATEMENT

A target audience statement is the reading of the Map from the Target question to the feelings or emotional payoffs. It does not assume that you will reach everyone, that's why we start the statement with the word "some". Each slice of the map will present you with a different target audience.

In the example of the Cigarette Smoking map above the target audience statement

- › PEERS: Some teenage boys believe smoking makes their peers think they're cool, and one of them, and that makes them feel accepted.
- › GIRLS: Some teenage boys believe smoking makes girls think they're 'a bad boy' who is sexy and that makes them feel desired.

From a map, you can get ideas for other target audiences [the influencers] requiring new maps and creating ideas for a series of items on the same topic.

## RESEARCH

Maps require research. The best form of research is to interview your target community for their agreed realities and emotional payoffs. Social media is also great resource to discover the agreed realities and emotional payoffs of your target community. By exploring statements, tweets, images, expressions and comments made by your target community or their influencers on the topic you can develop a more rounded view of your map. This can include words or phrases that your audience use or understand.