TARGET AUDIENCES

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media training centre

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Let's break the ice.

Target Audiences

Persuasive Aims

Story

Creative Formats

REFLECTION

How do you define your target audience?

Demographic Information

Age
Gender
Ethnicity
Income
Qualification
Marital Status
Sexuality

Occupation
Religion
Nationality
Lifecycle
Language
Race
Media Use

Geographic Information

Resources
Cultures
Neighborhoods
City
Region
Countries
Climate

Define Your Target Audience

Your target audience will impact all aspects of your decision making: from channel, message, layout and structure, content, down to the words and language you use to describe what you do.
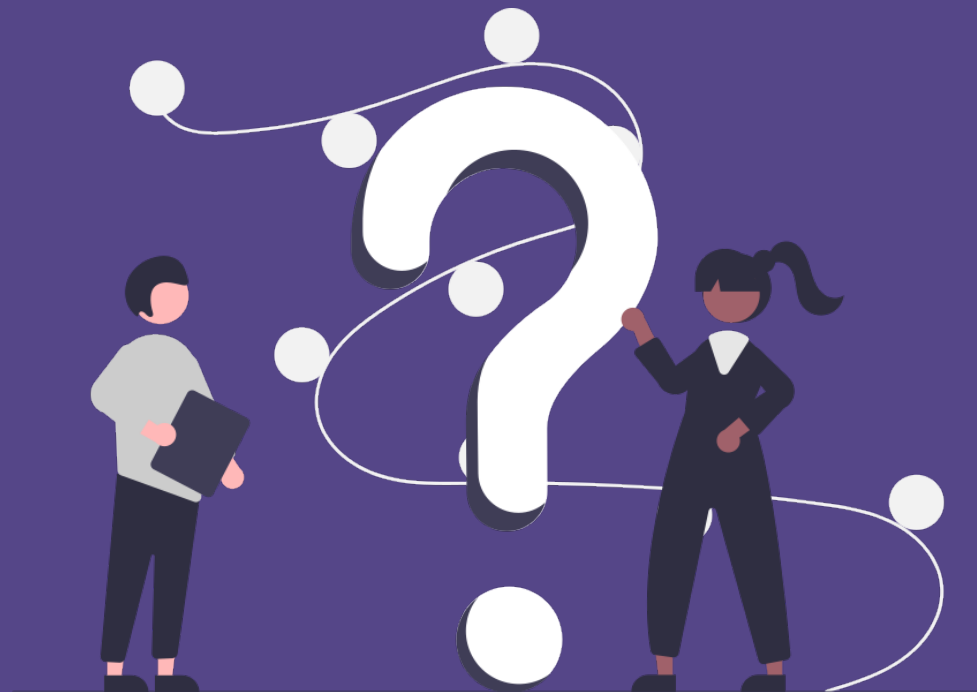
Broad Target Audiences

Demographic & Geographic

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Hyper-Segmented Target Audiences

Influencers

Agreed Realities

Emotional Appeals

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QUESTIONS

STEP BY STEP

Target Audience Mapping

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Target Questions

A "why" **question** based on behaviour.
The behaviour belongs to a specific
community.
The behaviour is **freely chosen**.

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Why ✔

Community ✔

Freely Chosen Behaviour ✔

Why do subsistence farmers in Southern Africa **plant water hungry maize as their main crop?**

Why do Icelanders shoot endangered polar bears on sight**?**

Why do high school students in Brazil **not join climate strikes?**

Why do...

1. People in Europe not breast feed in public?
2. Young European first generation Muslims join Isis?
3. Jewish Americans circumcise their sons?
4. Children of divorced parents stay with their mom?
5. RNTC participants eat every day?
6. Eastern European University students share fake news articles?
7. Nigerian University students join cult groups?
8. Ugandan male teenagers not use condoms?
9. People from war zones leave their country?

QUIZ

Go to **menti.com** & enter the code [xxxxxxxx]. We will be answering the following:

Are these questions mappable? If not, why?

Example:

Why do some young men start smoking cigarettes?

Target Question

Influencers

Agreed Realities

Emotions
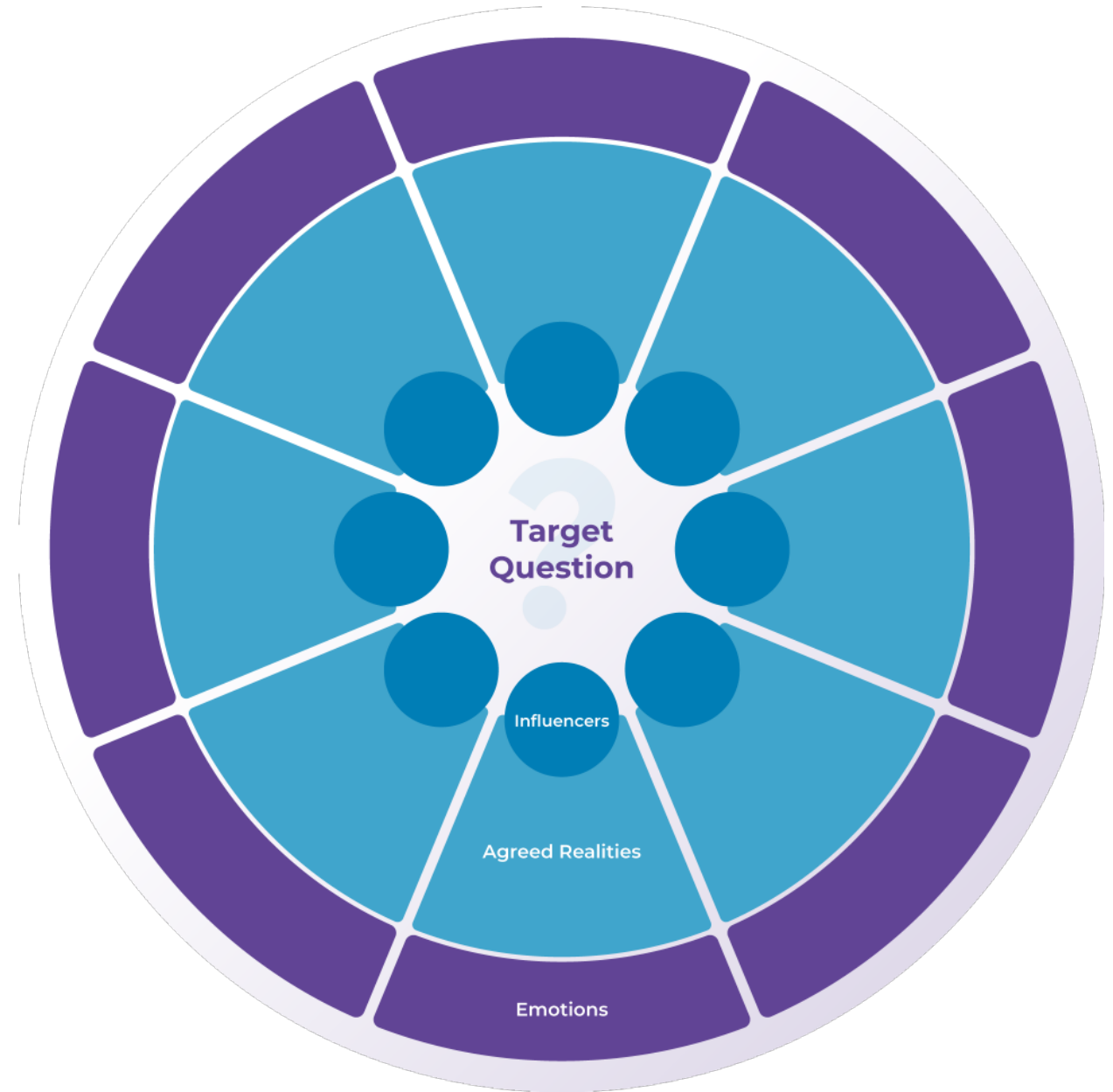
Influencers

People or things that have influence over the behaviour of your chosen target question community.

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REFLECTION

Who or what do you think will influence a young man in your community to start smoking?

Agreed Realities

What beliefs does your target community have about the influencer? What is their logic?

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Why do 12-15 year old boys start smoking?

- Media — Smoking is cool and badass
- Parents — I am my own person. They won't like it
- Peers — I am one of them
- Older boys — I will be liked and they will think I am one of them
- Girls — I am a bad boy and sexy
- Boys who don't smoke — They are not cool and are lame, they are just scared to try or too uncool to
- Cigarette companies — Light cigarettes are better for me. They know me. I can quit anytime.
- Health profession — I'm young, I know when to quit. Disease doesn't affect me

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Emotional Payoffs

What emotional payoffs do they have by feeling the way they do?

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GROUP EXERCISE

- Split into groups to map the film about skin bleaching and determine a target audience question.

- Once you have a target question, complete the target audience map in which you identify influencers of your target audience, their agreed realities and their emotional appeals.

- Select one person to present the findings back in the group.

GROUP EXERCISE
The earth is flat?!

Split into groups and answer the following questions:

*   Why do flat-earthers believe the earth is flat?
*   What/who are their influencers?
*   What are their emotional payoffs?

Use social media to help you! *The Flat Earth Society* is very active online.

Select one person to present the findings back in the group.

GROUP EXERCISE
Vaccines are toxic?!

Split into groups and answer the following questions:

- Why do anti-vaxxers believe vaccines are harmful?
- What/who are their influencers?
- What are their emotional payoffs?

Use social media to help you! Anti-vaxxers *are* very active online.

Select one person to present the findings back in the group.

Target Audience Statement

Once you have completed the map, choose only one slice: this is your hyper-segmented audience.

One Slice at a Time!

Sometimes the target audience aren't going to change, or they simply can't make the change, but maybe there is someone in the map that can help you... Perhaps then you need a new map.

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Persona

Age: 12-15
Gender: Female
Location: Big City
Ethnicity: Ghanaian
Religion: Christian
Education: High School
Income: Low

Think, See, Hear & Do

- He wants to be seen as a cool independent guy.
- He sees rich older guys with beautiful girlfriends.
- He listens to house
- He hangs out at the mall with his friends.

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Values, Grievances, Interests, Needs

- He values friendship and independence.
- He is middle class, without real perspective on a better future
- He doesn't care about politics because he doesn't feel he can relate.
- He wants to be seen as an individual.
- He is interested in wealth and being seen as successful.

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Research

GEOGRAPHIC

Where are they?

› Region
› Country
› State
› City/ ZIP Code

DEMOGRAPHIC

Who are they?

› Age
› Family
› Gender
› Education
› Owner vs. Renter
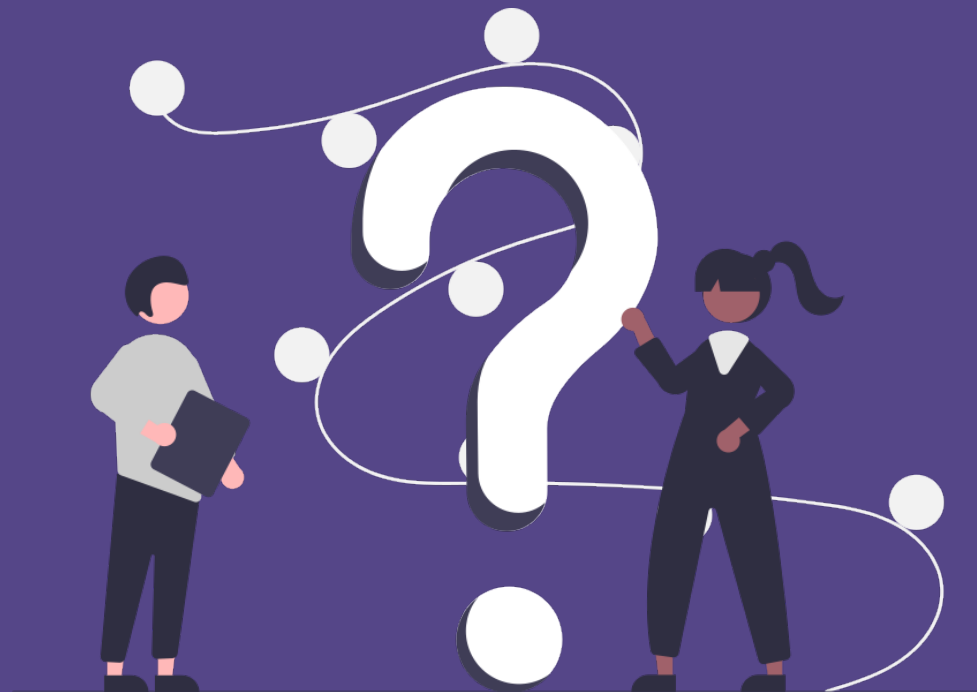› Car/Transportation

PSYCHOGRAPHIC

What are they?

› Interests
› Values
› Attitude
› Beliefs
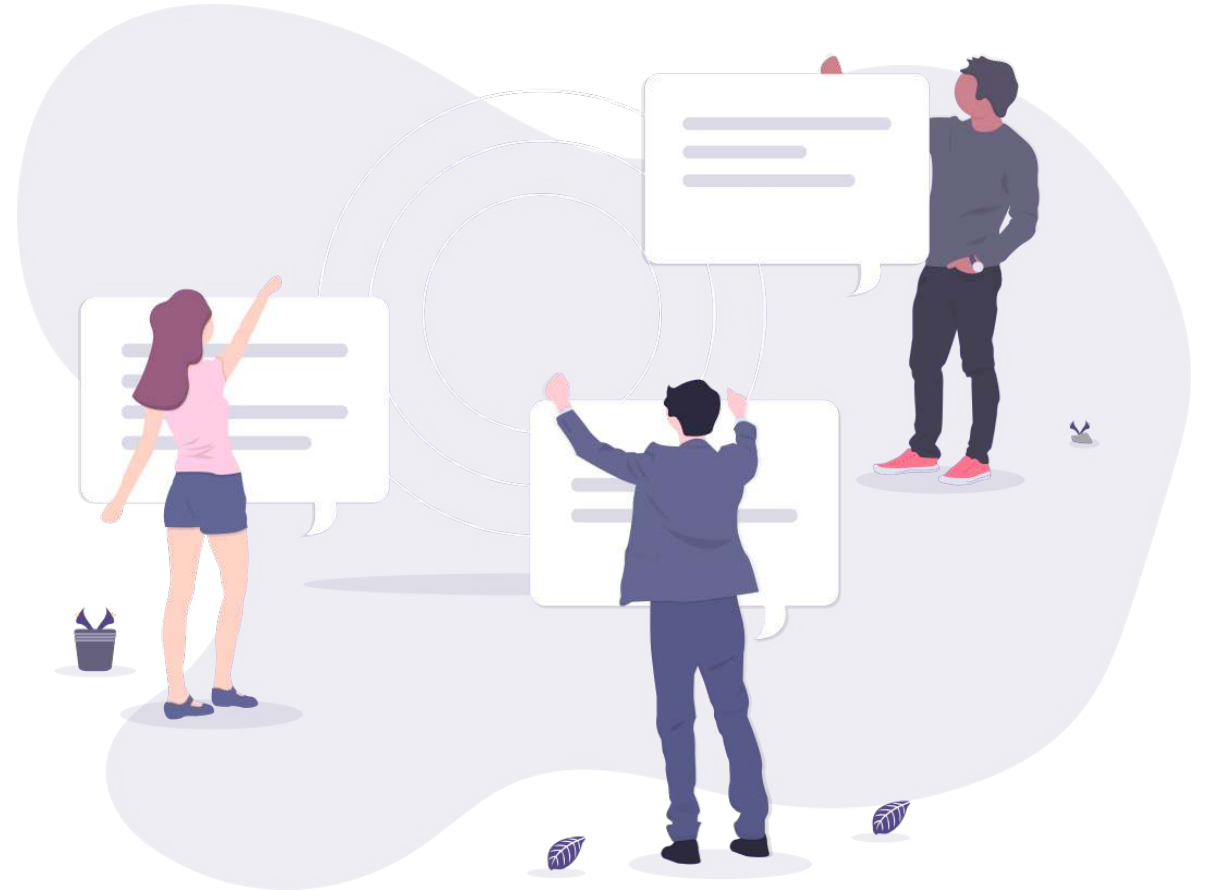› Religious/Political
  Affiliation

BEHAVIORAL

What do they do?

› Career
› Hobbies
› Entertainment (TV,
  Movies, Music, Sports)
› Communication
› Travel
› Participation

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QUESTIONS

ASSIGNMENT
Develop your map

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REFLECTION

What is your key takeaway from this session?

Thank you!