



DIGITAL CONTENT CREATION

Day 1: Target Audience

Meet the trainers



Name
(Origin)



Name
(Origin)



Mapping connections

Who are we, where do we come from, what do we enjoy doing the most, who are the people around us and how did we end up here? Let's spend some time thinking this about ourselves and listening to others.



Mapping connections

Who are we, where do we come from, what do we enjoy doing the most, who are the people around us and how did we end up here? Let's spend some time thinking this about ourselves and listening to others.

Follow this [link](#) and fill out the template

DCC

WEEK 1

*During this week we will go over the **basics** of our content creation of **our methodology**. From understanding audiences to creating a storytelling strategy, this week focuses on building strong **foundations** for the creative process*

WEEK 2

*This week we focus on **podcasting and video making**. We dive into theory always through practice and learn the different **types of content** we can create, **explore creative formats** and **plan** for the **production** week.*

WEEK 3

*This last week focuses on **producing and editing content**.*

- 1 Video
- 1 Podcast
- 1 Blog

*These are the expected outcomes of this course. **Post-production, feedback, and publishing** will be center of this week's activities.*



GROUP EXERCISE

Self evaluation

Take a moment to evaluate yourself in the skills needed for content creation.

Click on this [link](#) and fill in the self-evaluation



Week 1

Target Audiences

Persuasive Aims

Story

Creative Formats

Visual Design



What are we doing here?

SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

Target Audiences

Good communication is **directed** to someone, for a **purpose**.



Target Audiences

Before you communicate your story, you need to think **who you are speaking to**:

- *Who are they?*
- *What do they believe in?*
- *Why do they believe that?*

With this information you can **tailor your content** to speak specifically to them and make sure that the message arrives effectively.





REFLECTION

How do you define your target audience?



Define Your Target Audience

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

Broad Target Audiences

Demographic & Geographic



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



Hyper-Segmented Target Audiences

Influencers / Role models
Agreed Realities
Emotional Appeals



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.



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.



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?

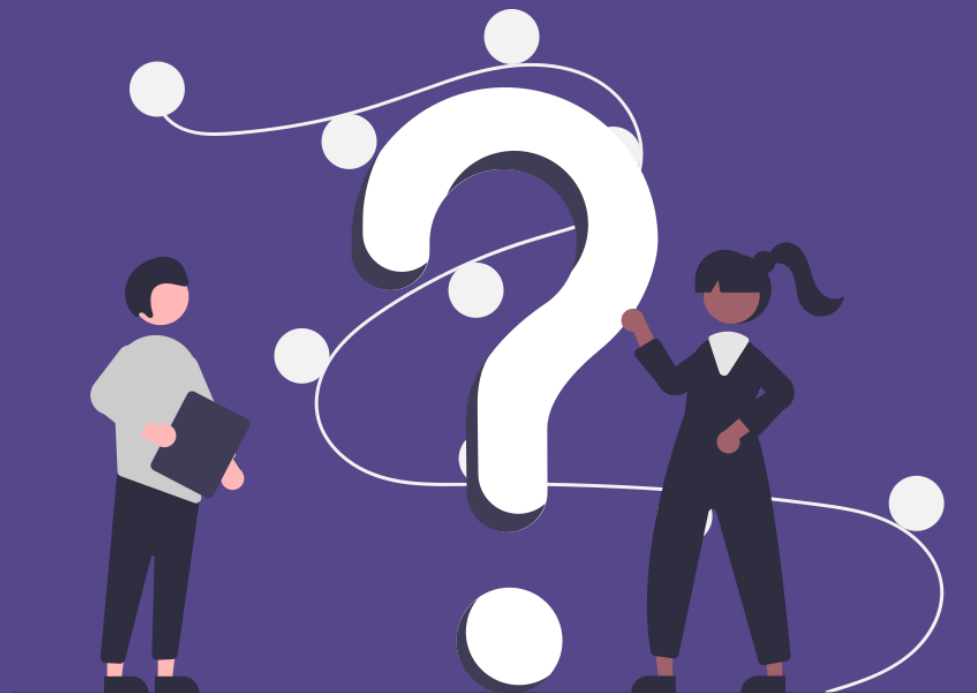
- › Interests
- › Values
- › Attitude
- › Beliefs
- › Religious/Political Affiliation

BEHAVIORAL

What do they do?

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

QUESTIONS



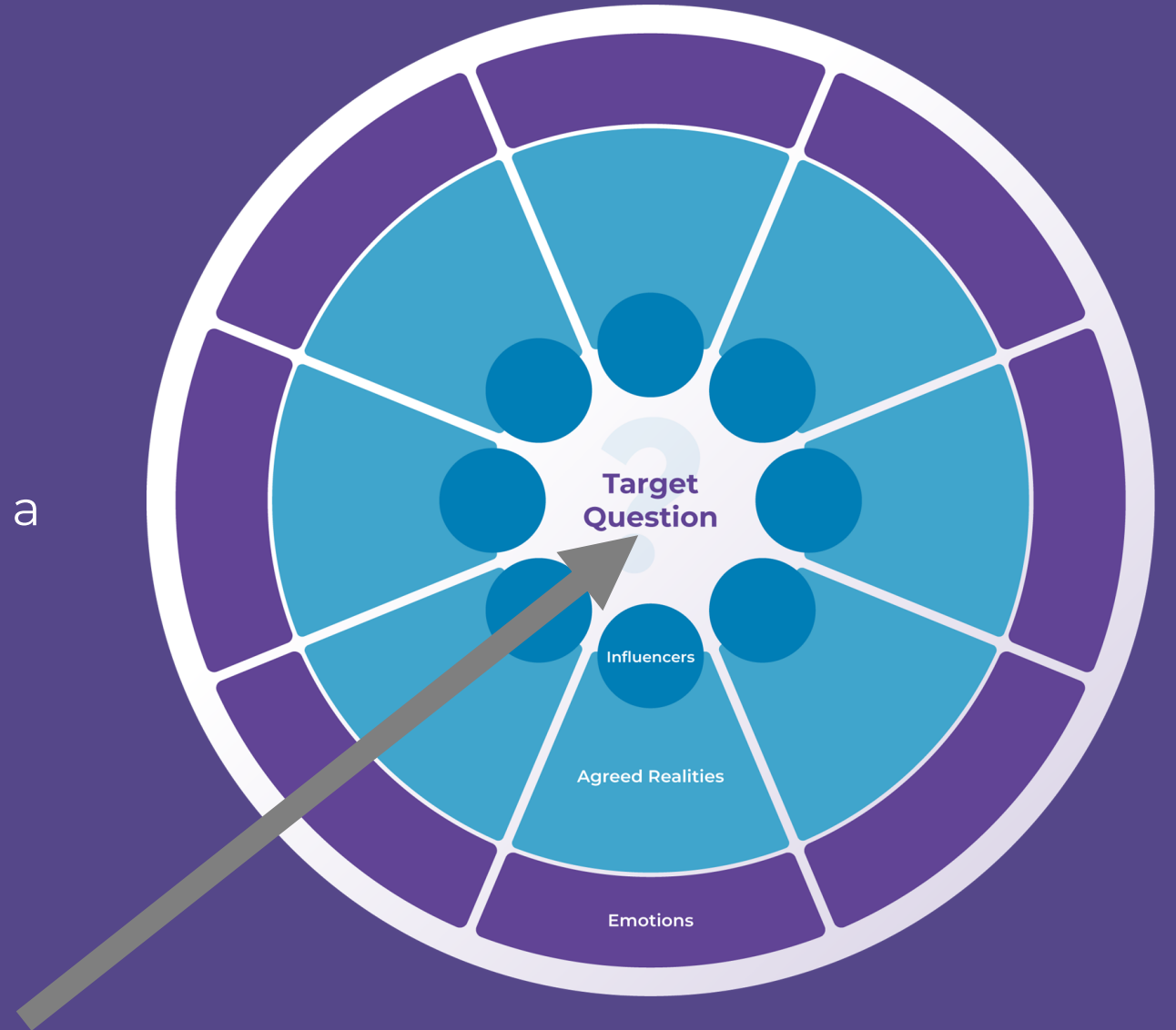


STEP BY STEP

Target Audience
Mapping

Step 1: Define the Target Question

- It must be a “why” **question** based on a behavior.
- The behavior belongs to a specific **community**.
- The behavior **can be changed**.



WHY...

COMMUNITY...

BEHAVIOUR...

Why do young people in Mexico not vote?

Why do **young people in Mexico** not vote?

Why do young people in Mexico **not vote**?





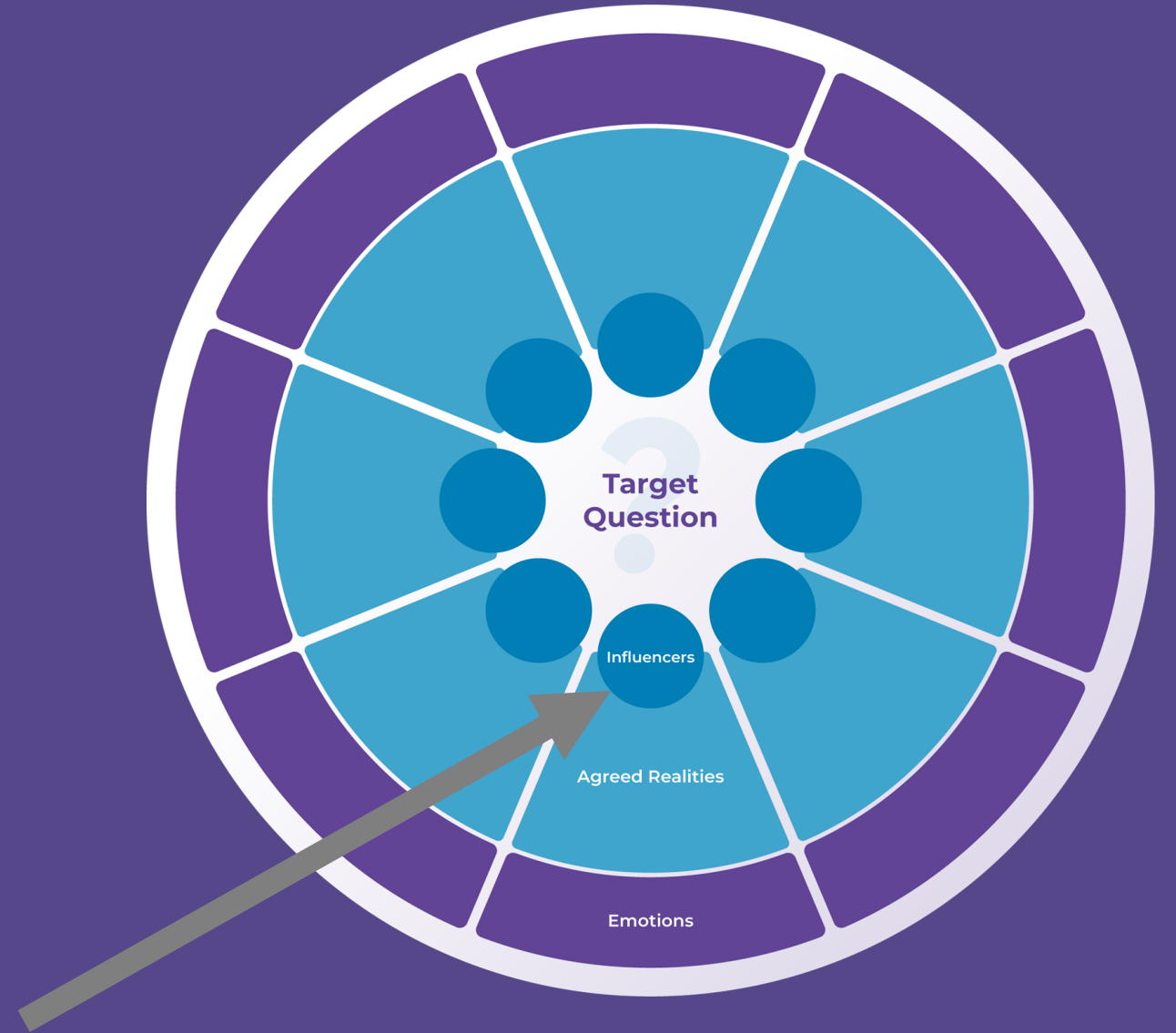
Example:

Why do young men (12-15 years old) start smoking cigarettes?



Step 2: Identify the Influencers

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





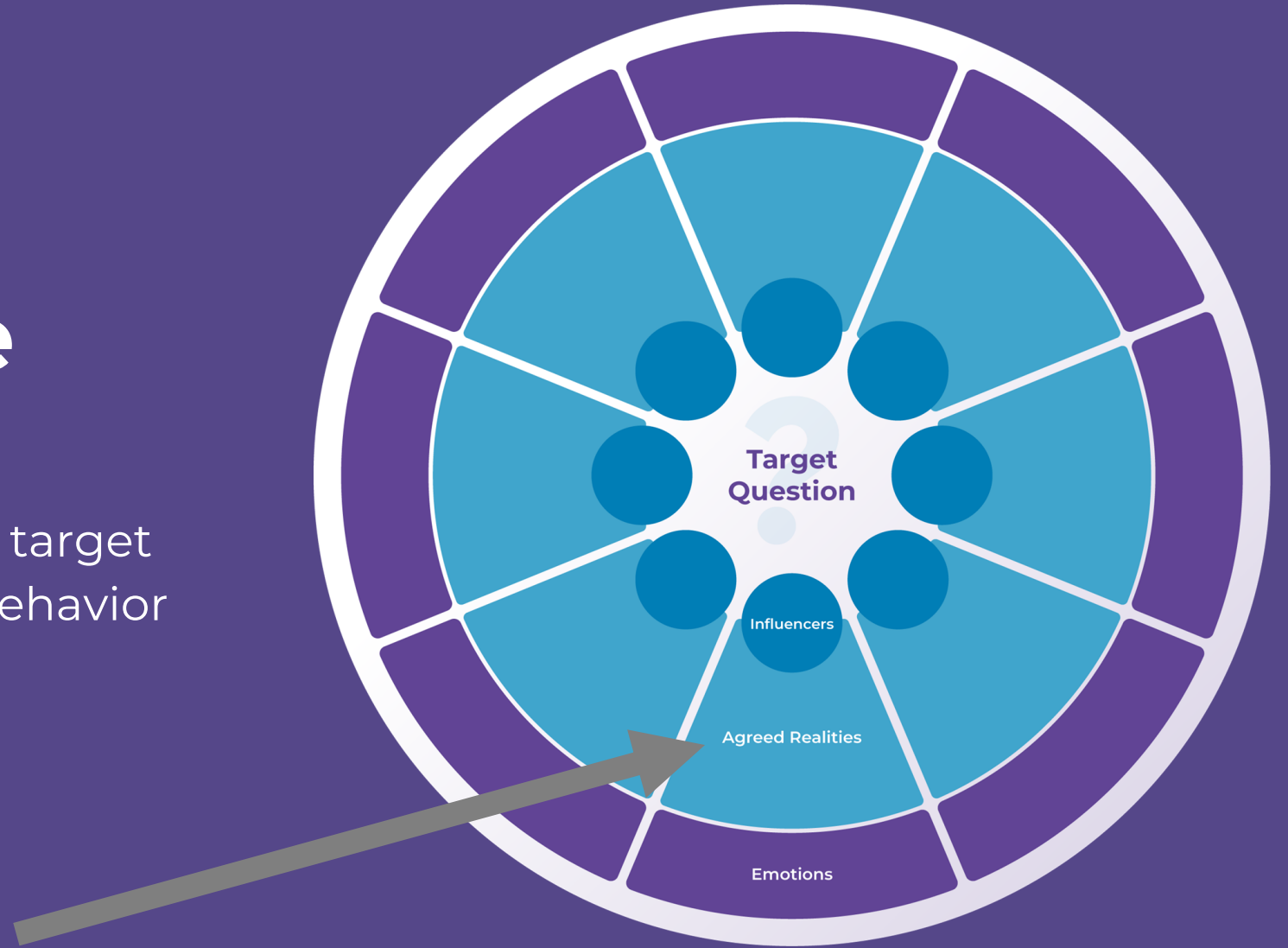
REFLECTION

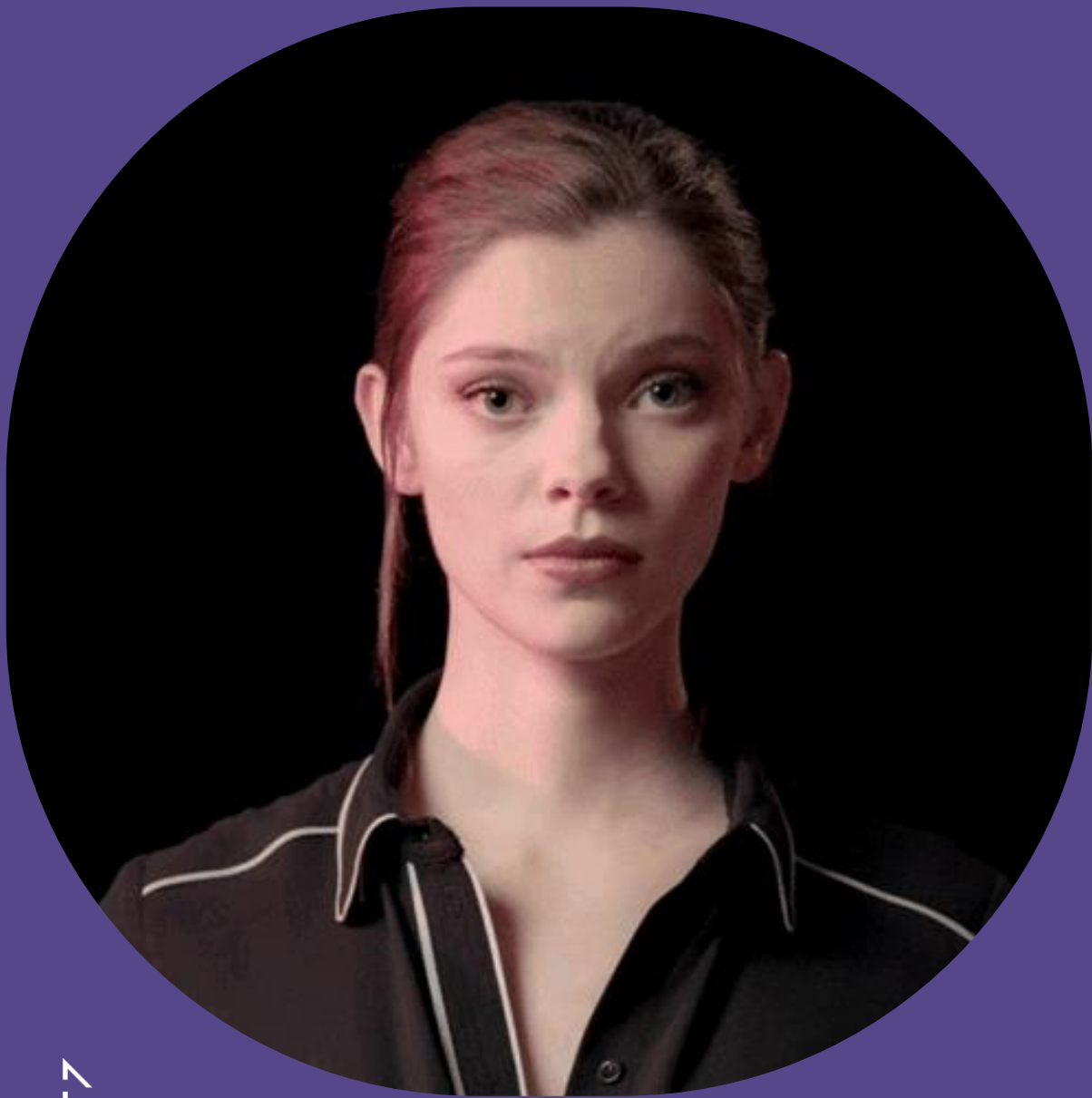
Who or what do you think will influence a young man in his community to start smoking?



Step 3: Spot the Agreed Reality

The narratives or beliefs that the target audience has in relation to the behavior and the influencers.







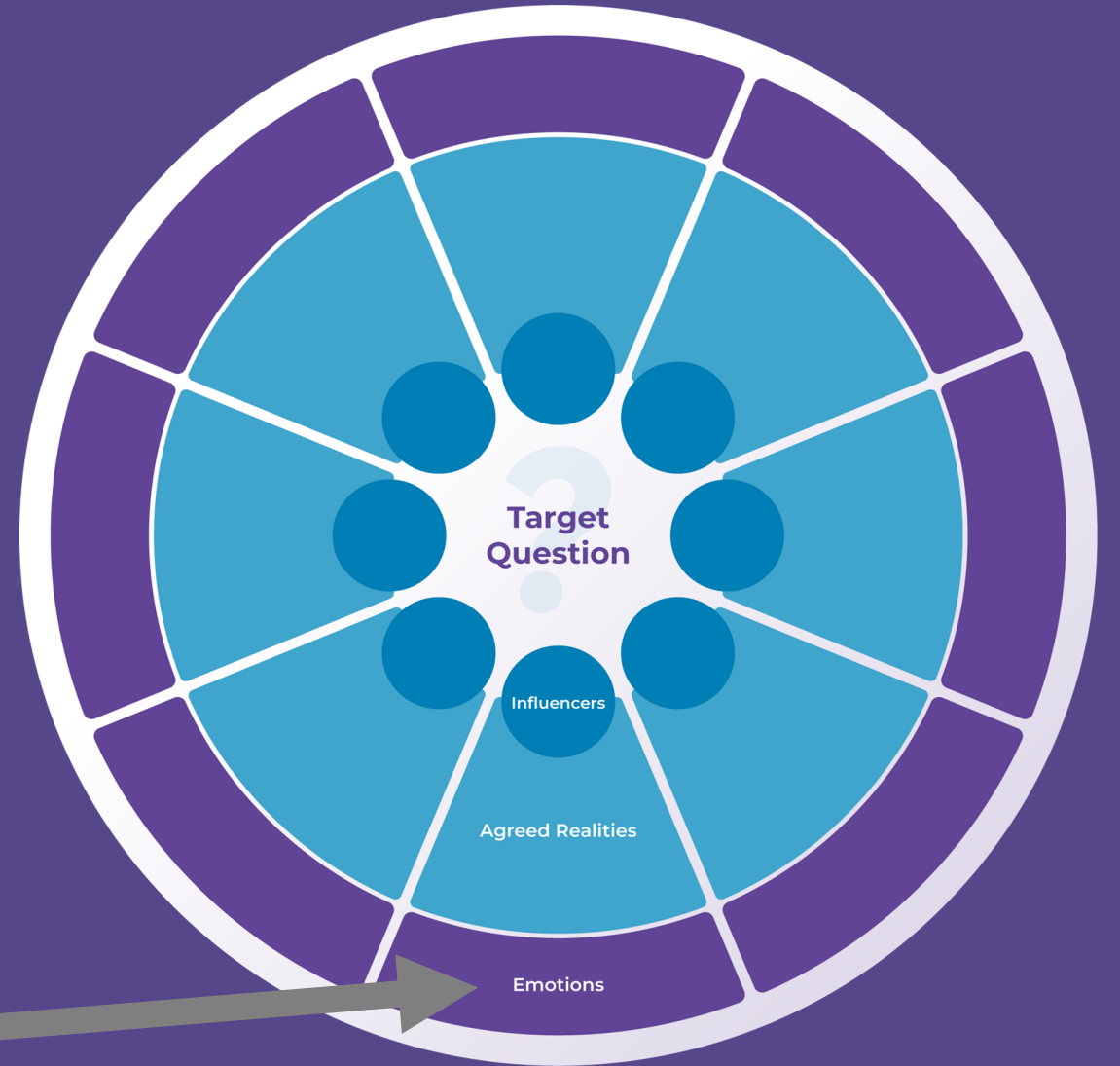
GROUP EXERCISE

Roleplay

Take a moment to put yourself in the 'shoes' of your target audience. By identifying with the target audience you might have a better understanding of their choice of behaviour

Step 4: Understand the Emotional Payoff

An emotional payoff is the feeling produced by the actions carried out. It is experienced as something positive, but this might not be objectively true.





Here are some examples to understand how emotions and feelings are linked.

Remember! **The feelings experienced by a person are contextual to their situation**, so do not oversimplify your analysis



VICE

rntc



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.
- Formulate a complete target audience statement.
- 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?

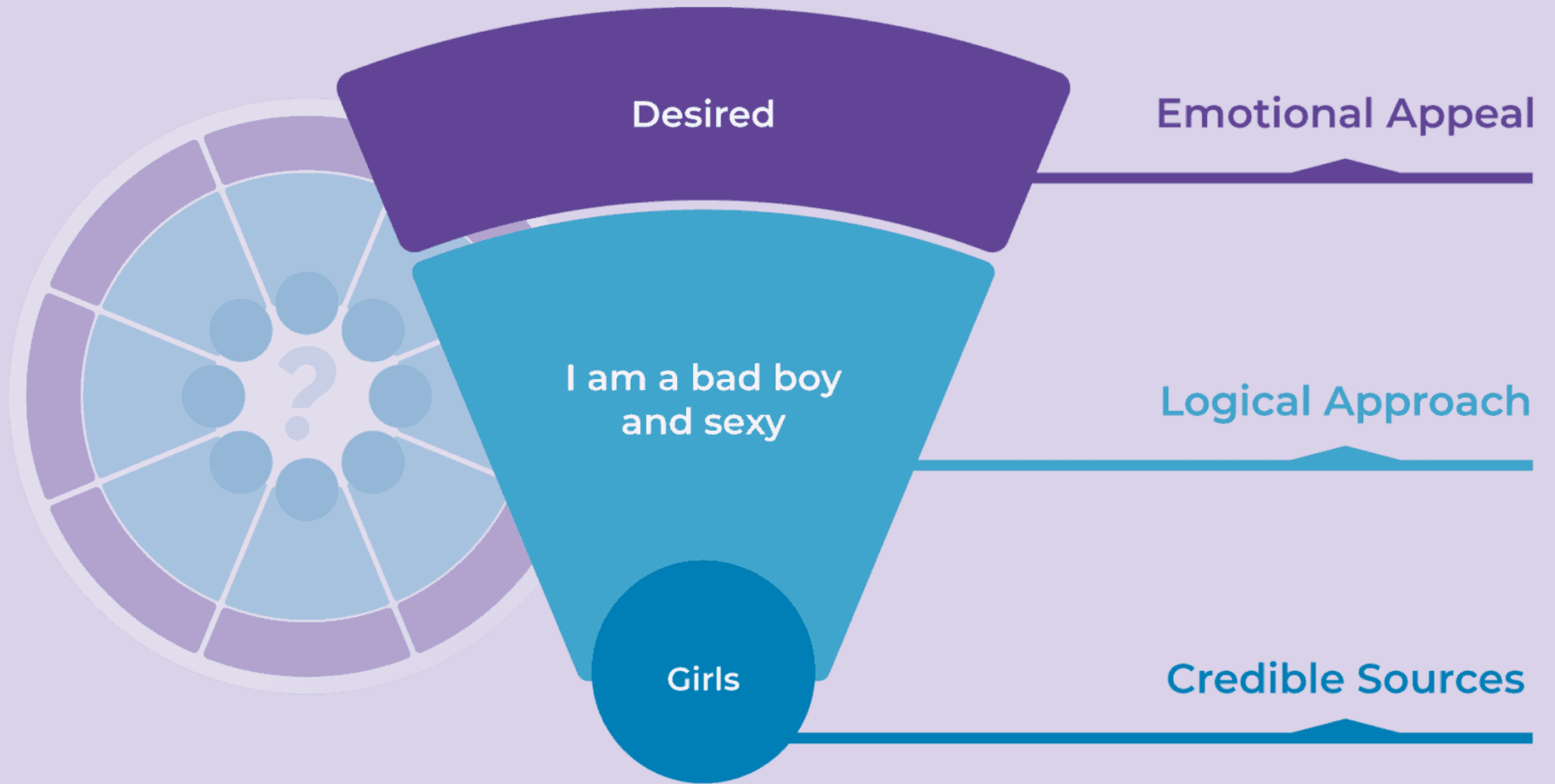
Use social media to help you! Anti-vaxxers *are* very active online.

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.

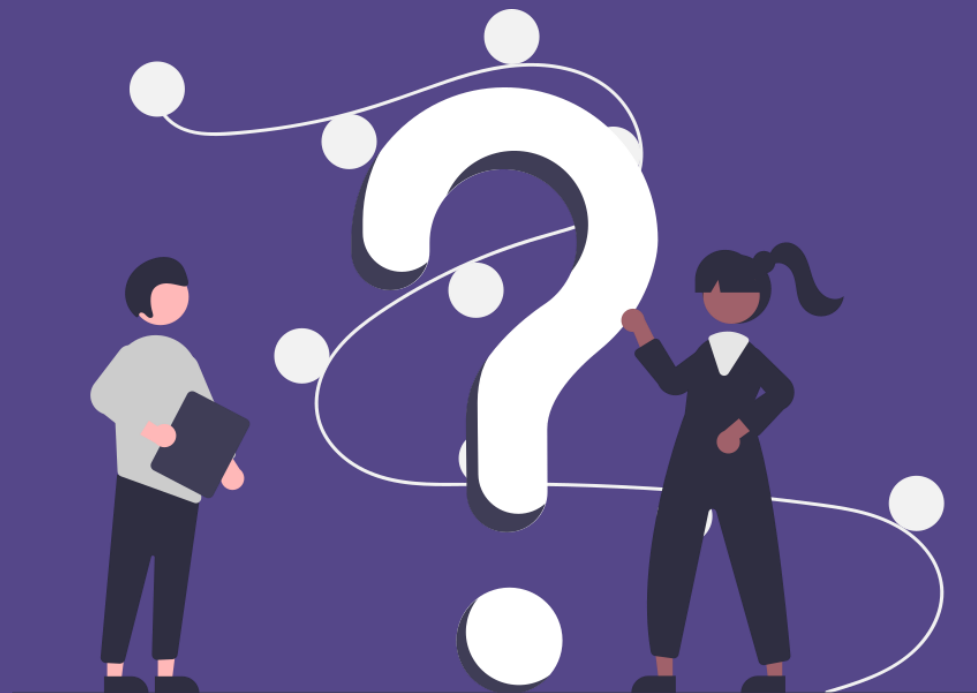


One Slice at a Time!

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.



QUESTIONS



ASSIGNMENT

Develop your map





REFLECTION

**What is your key
takeaway from this
session?**



Thank you!