



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 1: Target Audiences



SHINTYA

Trainer at RNTC

Co-Founder C4D Indonesia



Camera on, mic off



Notebook and pen



OLA account



Smartphone

WHAT YOU NEED



**our approach to
content creation**

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

AGENDA DAY 1

Broad & Segmented Target Audiences

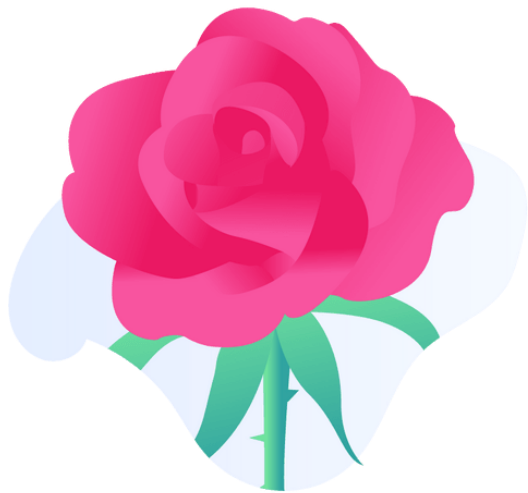
Creating a Persona

Step-by-Step Mapping

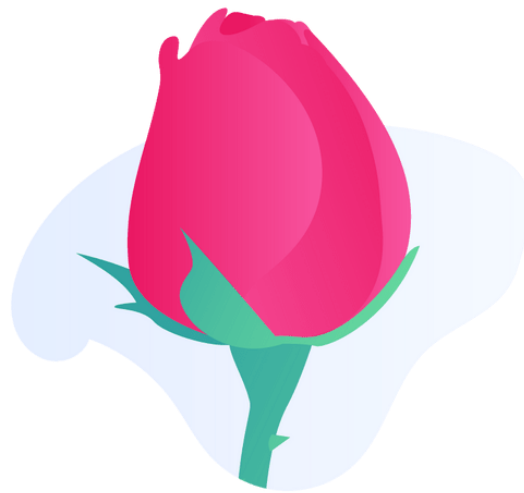
Let's break the ice.



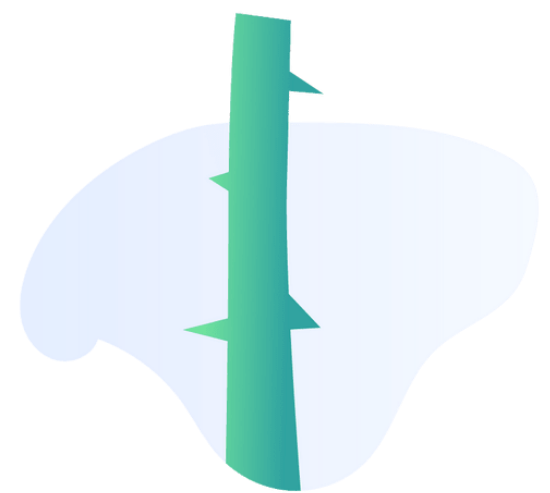
ROSE



BUD



THORN



A man walks into a crowd of people...
He begins to shout:

“I have this great idea”...

A few people look up briefly... then
continue their activities. He continues
to shout his idea.



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.





IDEA STORM

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 and structure, content, down to the words and language you use to describe what you do.

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

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



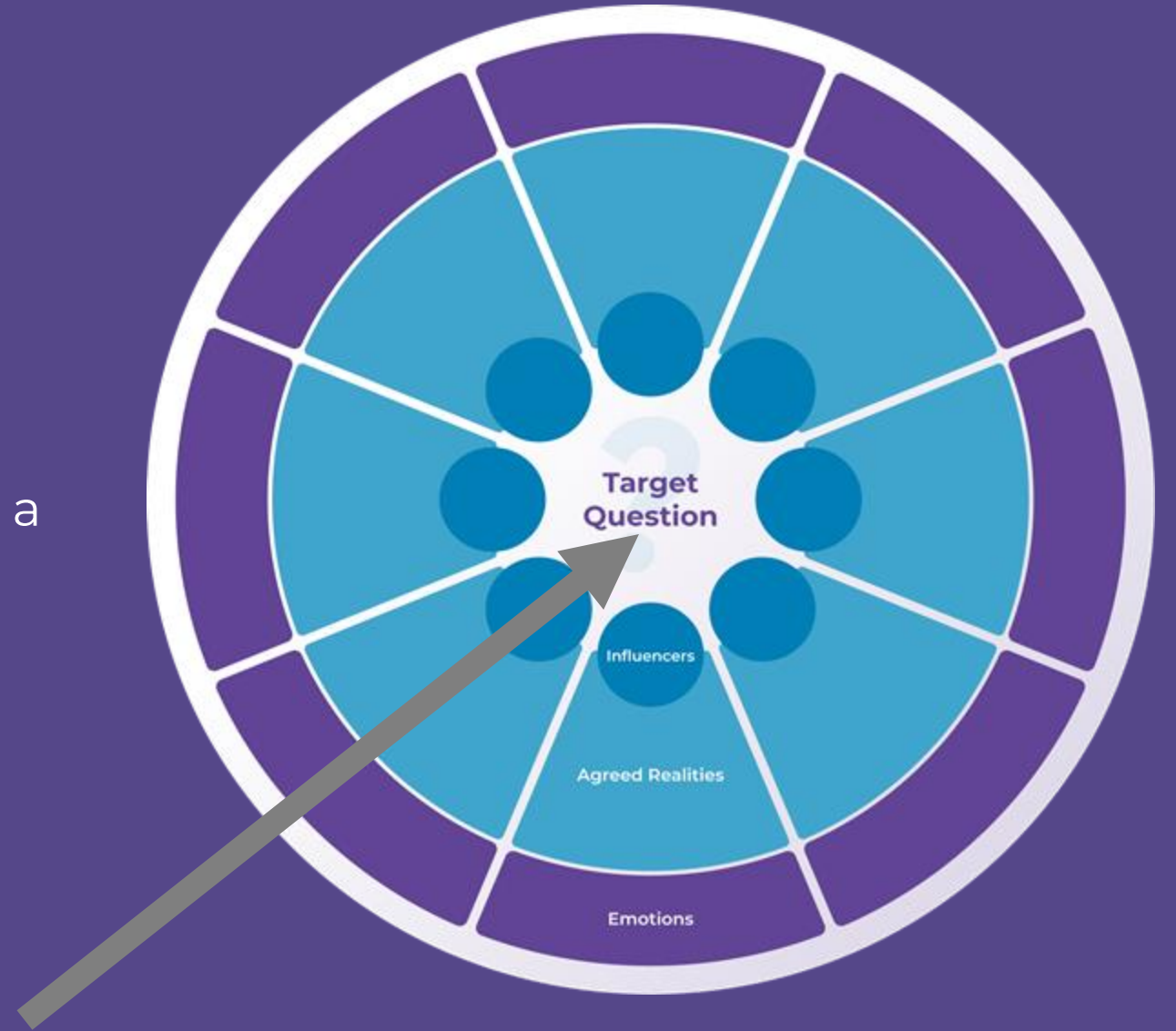


STEP BY STEP

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 ✓

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?



Go to **menti.com** & enter
the code **4918 7563**
We will be answering the
following:

**Are these questions
mappable?
If not, why?**



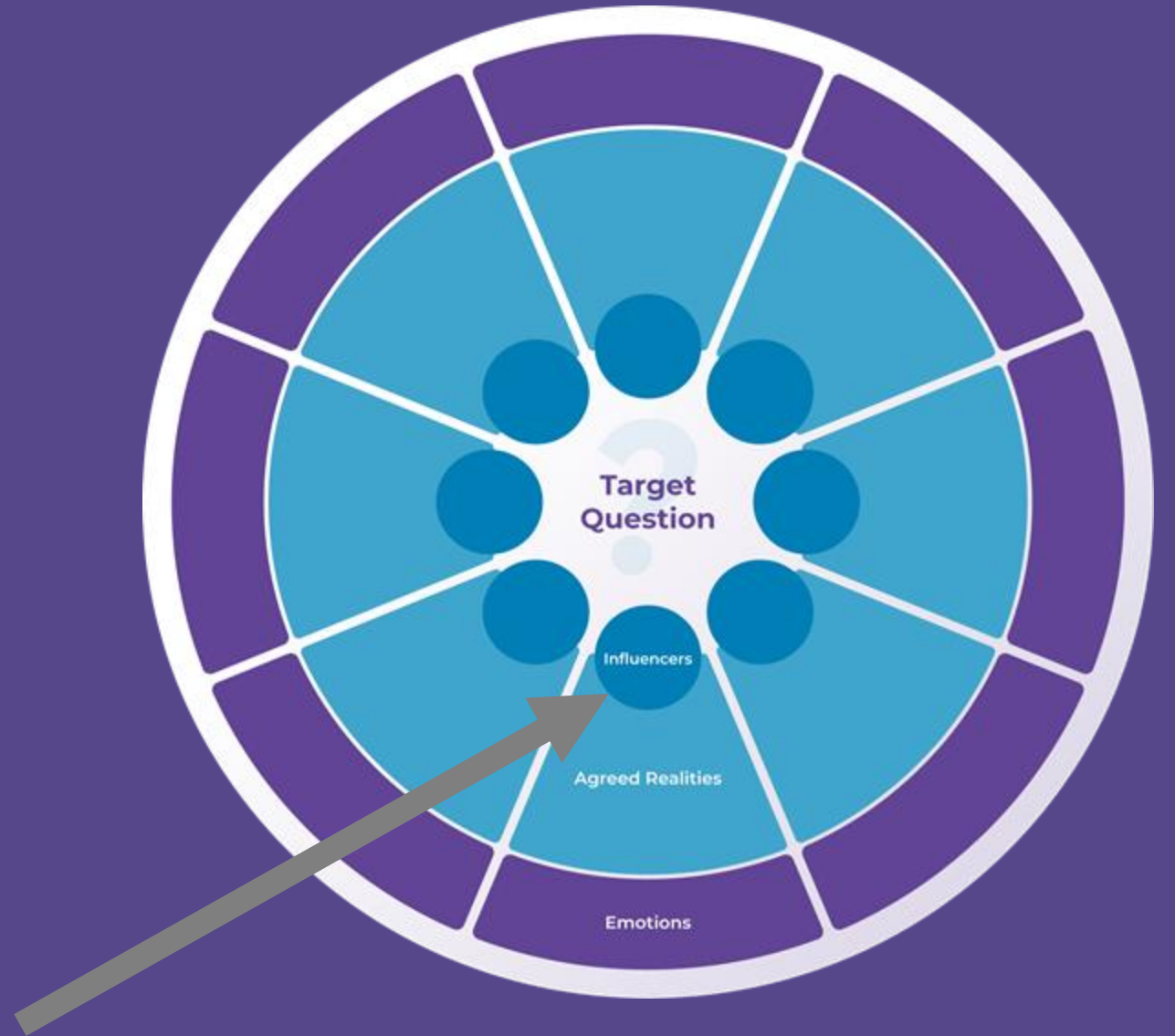
Example:

Why do some young men start smoking cigarettes?



Step 2: Identify the Influencers

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





IDEA STORM

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

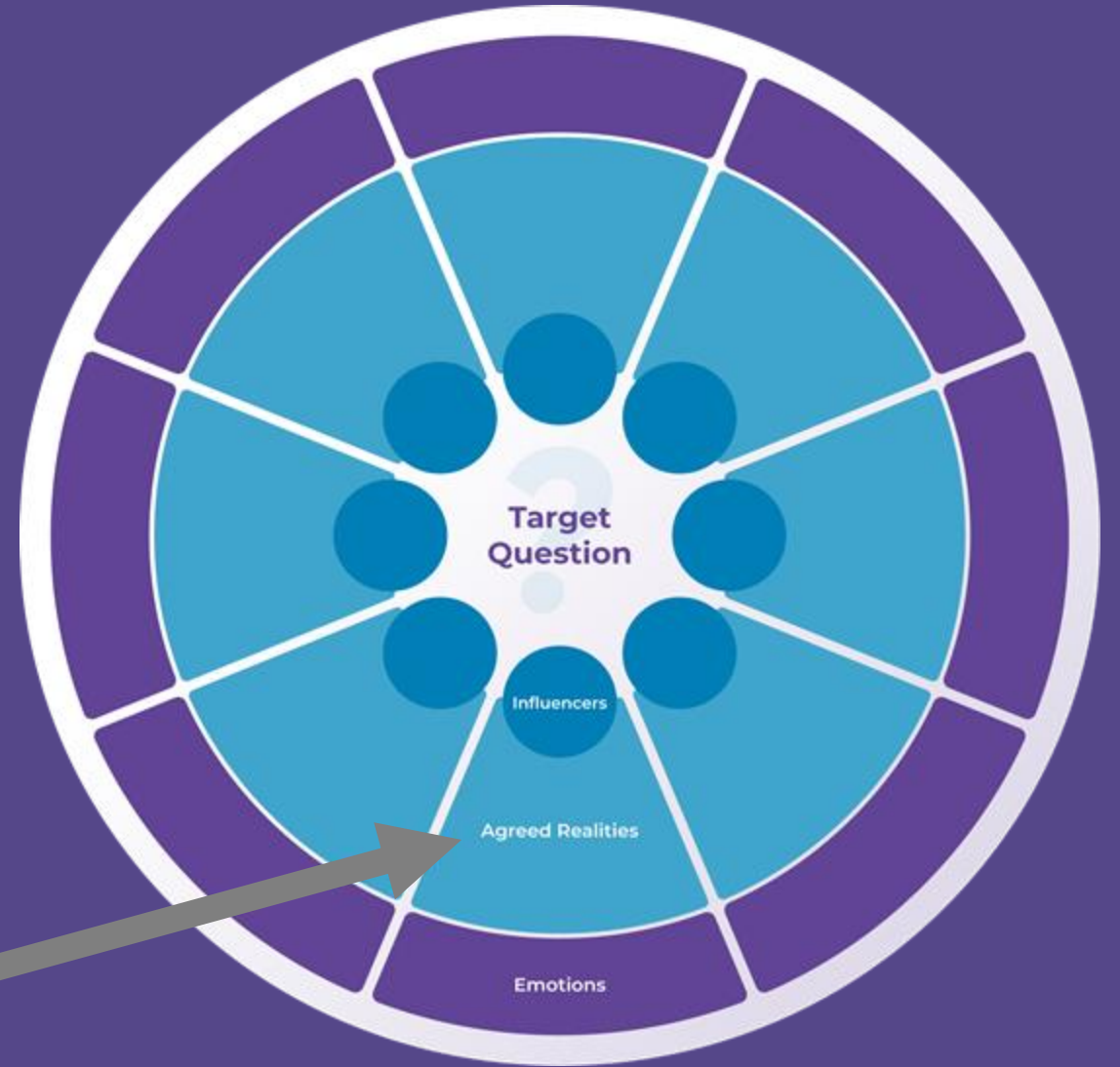


SELAMAT MAKAN



Step 3: Spot the Agreed Reality

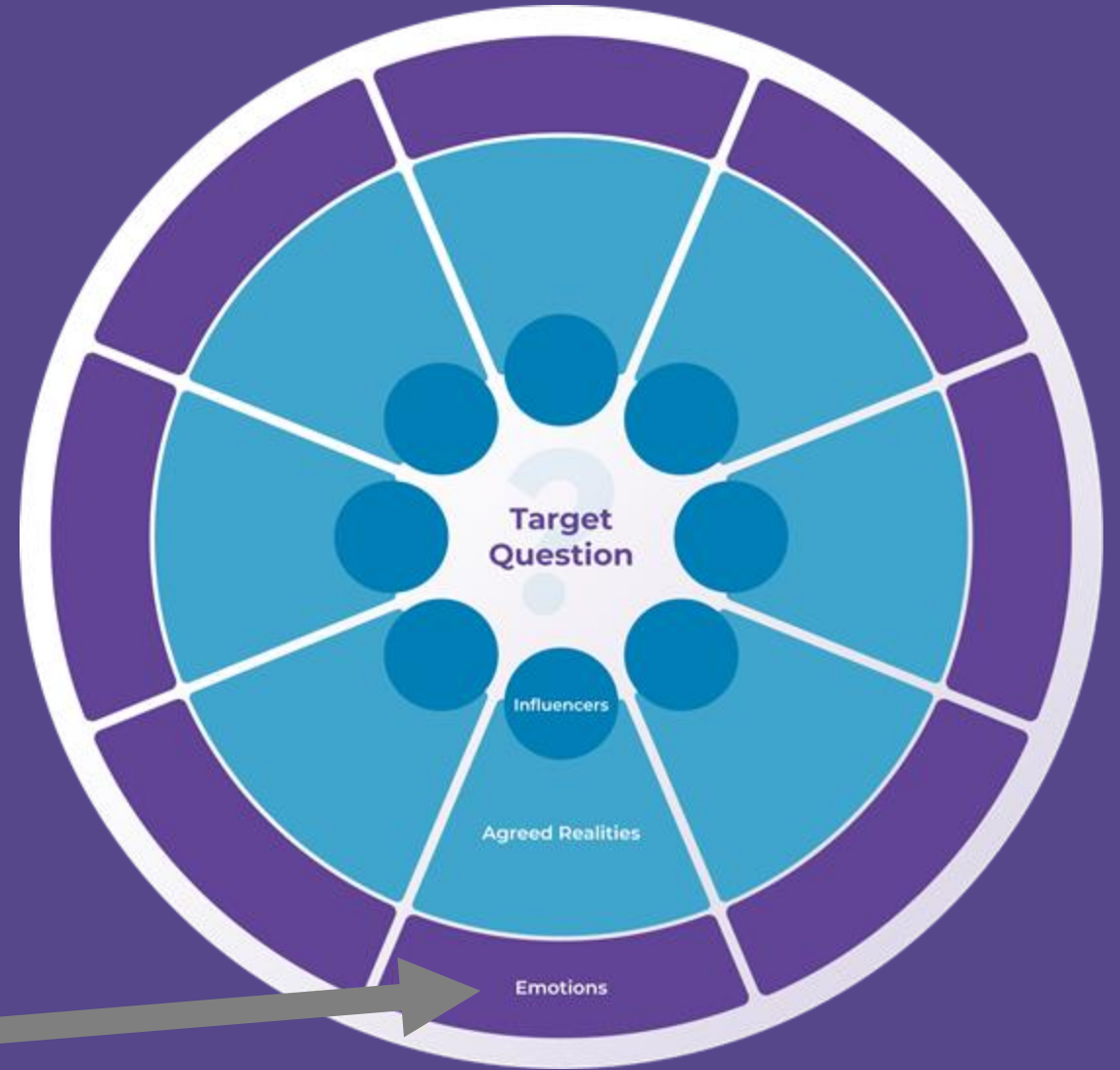
The narratives or beliefs that the target audience has in relation to the behavior and the influencers.





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.









SMOKER
OR
NON SMOKER





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?!

Go to breakout rooms 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.

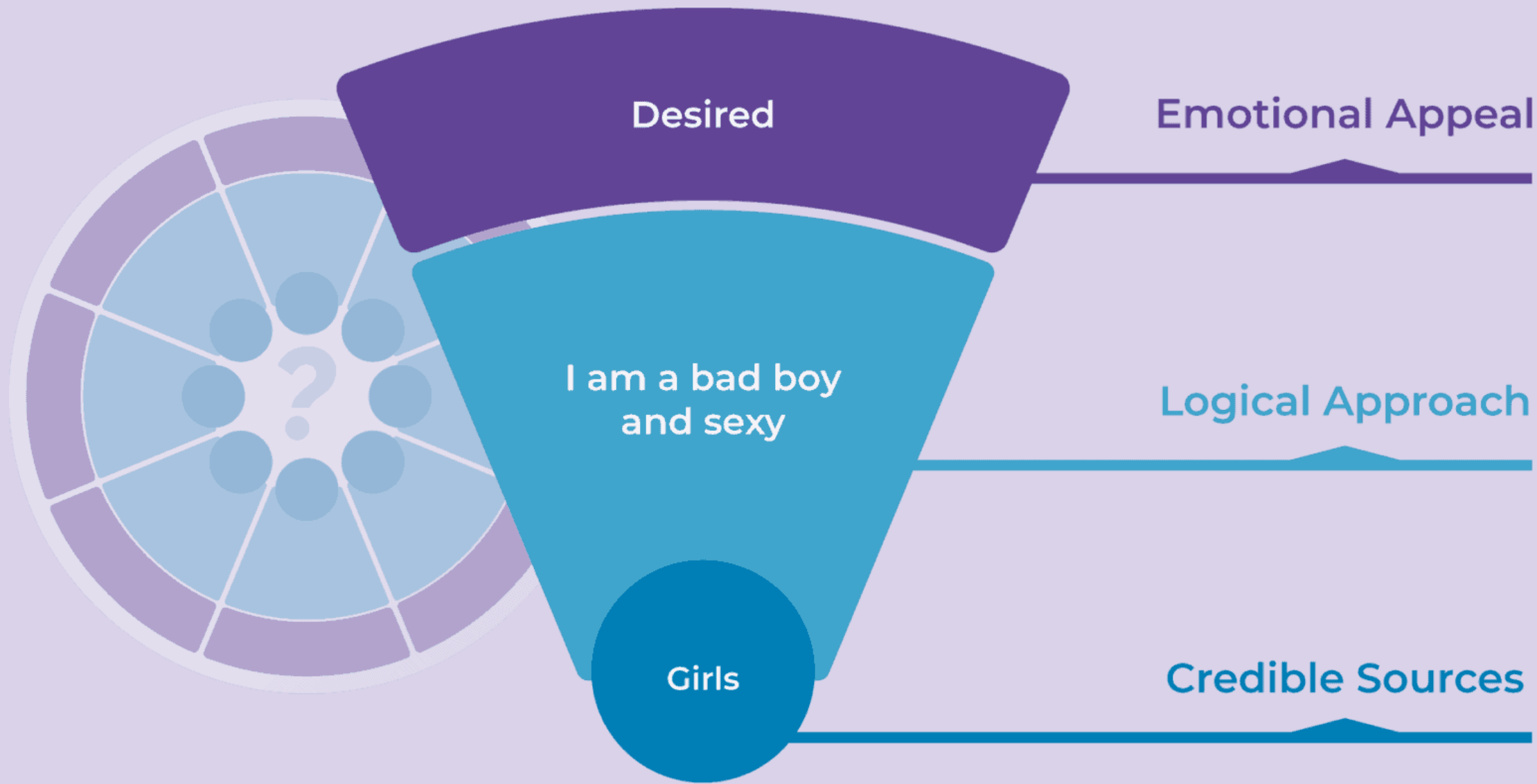
Select one person to present the findings back in the group.





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





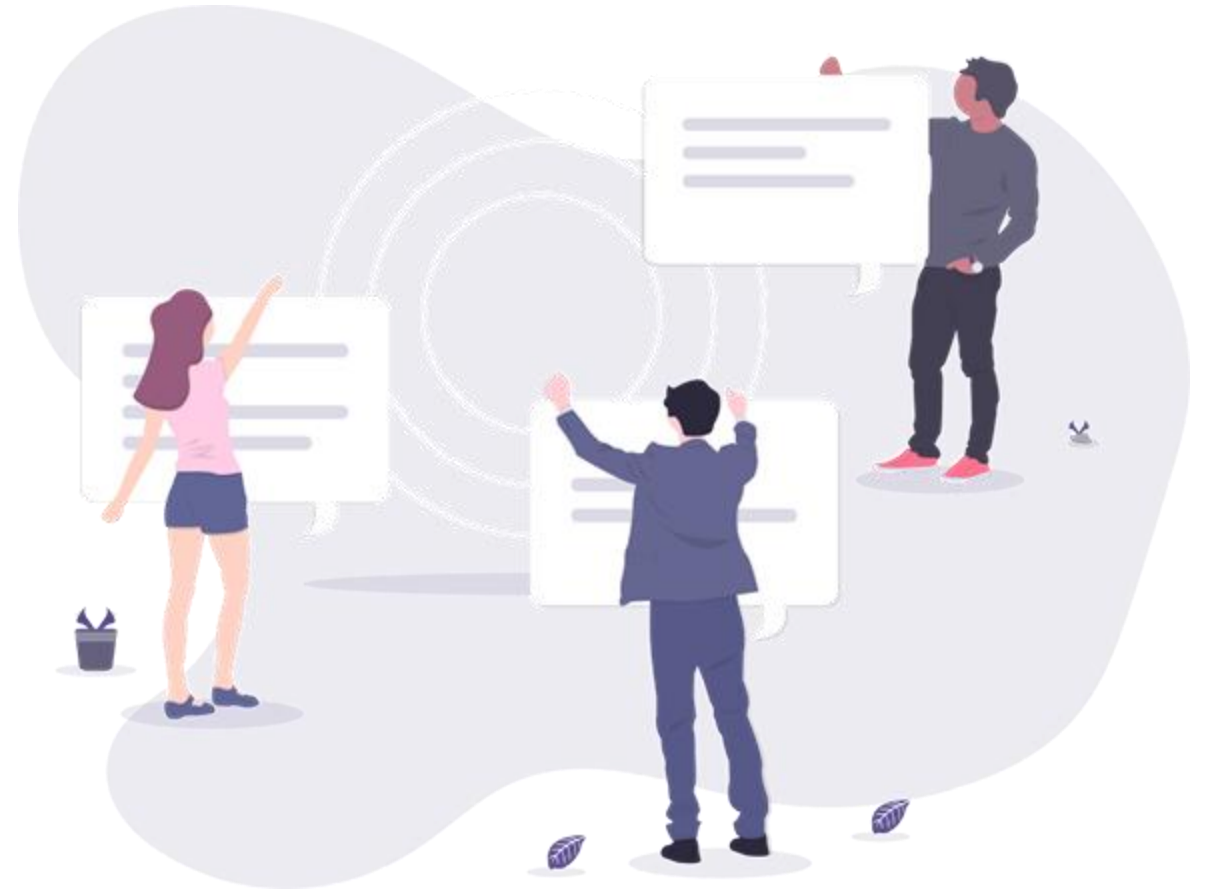
REFLECTION

Go to **menti.com**, enter the code **4918 7563** and answer the following question:

What is your key takeaway from this session?

ASSIGNMENT

Develop your map





Thank you!