



# CREATE ENGAGING & PERSUASIVE SRHR CONTENT

## Day I: Target Audiences

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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.



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



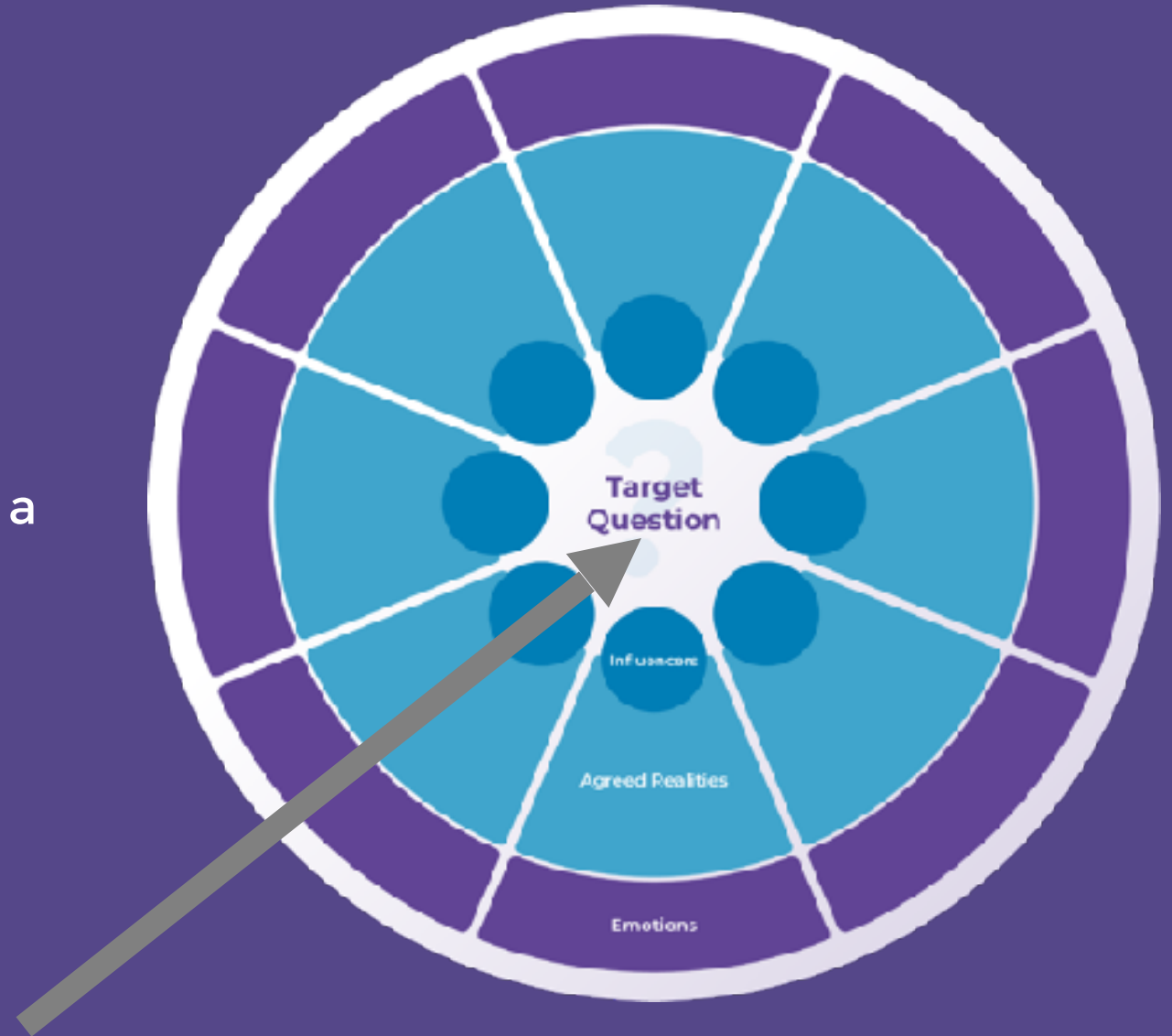


# STEP BY STEP

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.



A crowd of people at a climate protest. In the foreground, a young man with dark hair is looking towards the camera. Behind him, several people are holding up signs. The most prominent sign is white with the text 'THERE IS NO PLANET B' written in black and blue. Below the text is a hand-drawn illustration of the Earth with orange rays emanating from it. To the left, another sign is partially visible with the words 'NEW DEAL' and 'PLANET'.

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. ...Jewish Americans circumcise their sons?
3. ...children of divorced parents stay with their mom?
4. ...you eat every day?
5. ...Nigerian University students party too much?
6. ...Ugandan male teenagers not use condoms?

 **QUIZ**

Go to [menti.com](https://menti.com) & enter the code [xxxxxxx]. We will be answering the following:

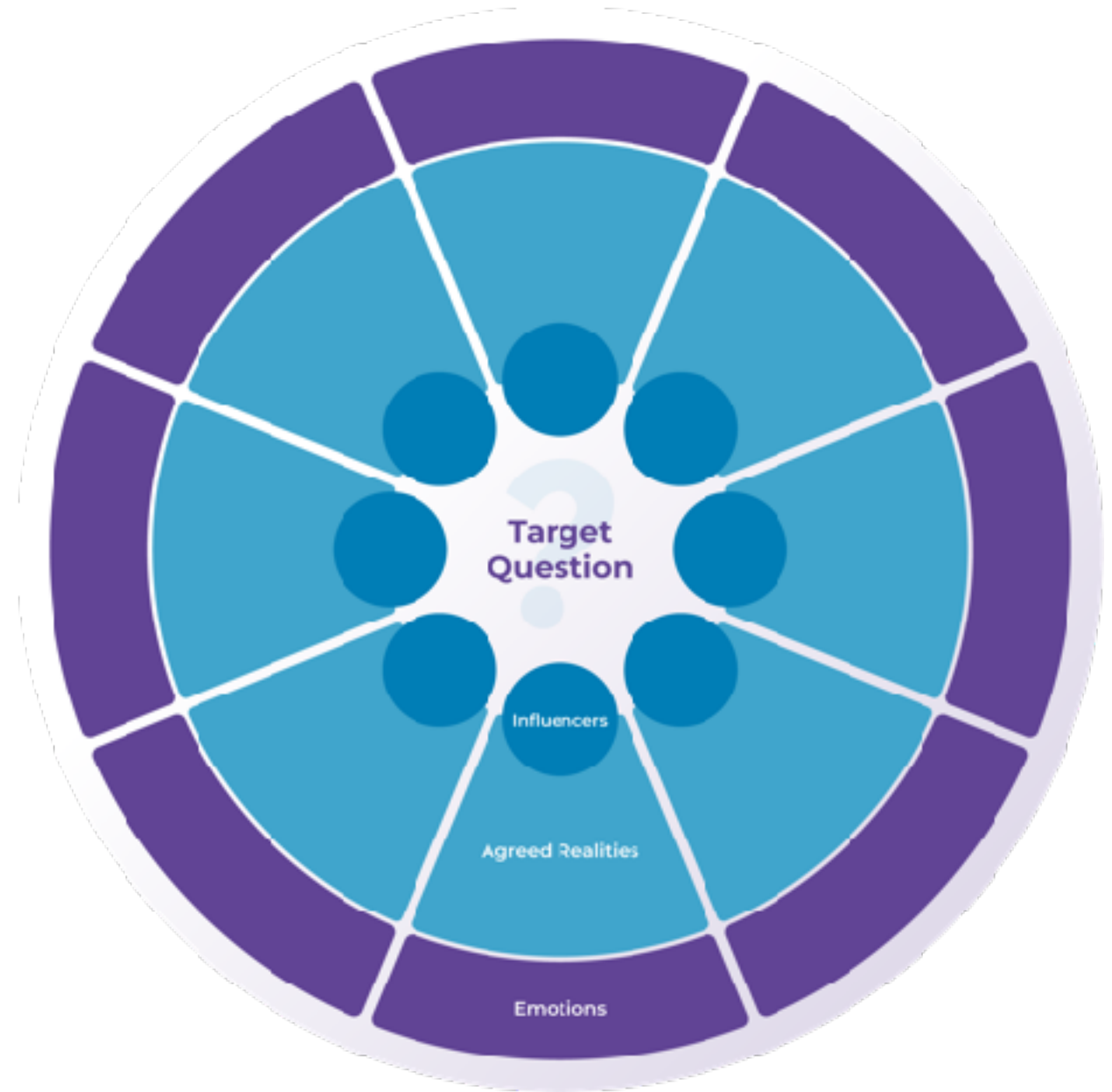
**Are these questions mappable? If not, why?**





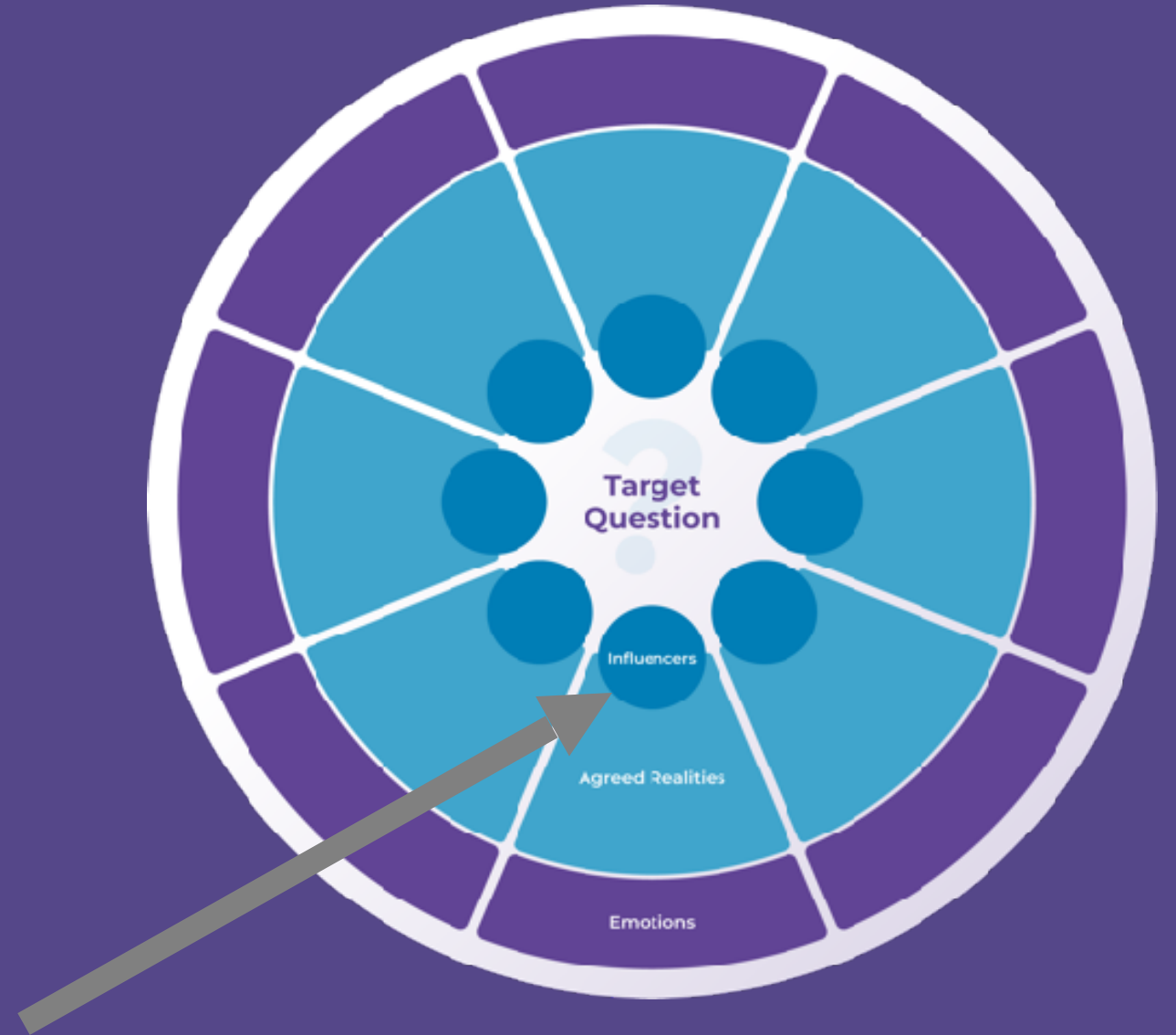
## Example:

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.





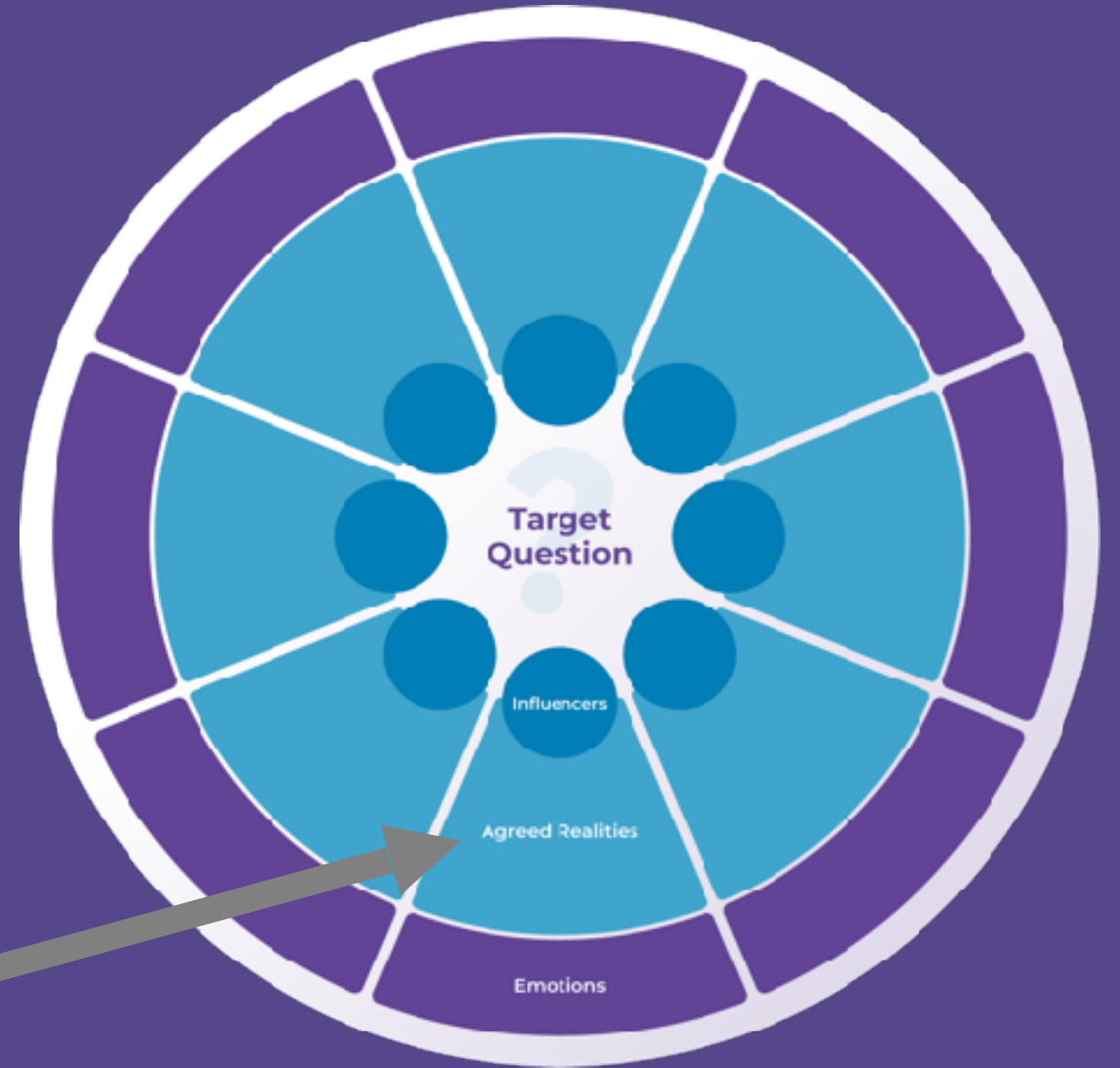
## IDEA STORM

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



## Step 3: Spot the Agreed Reality

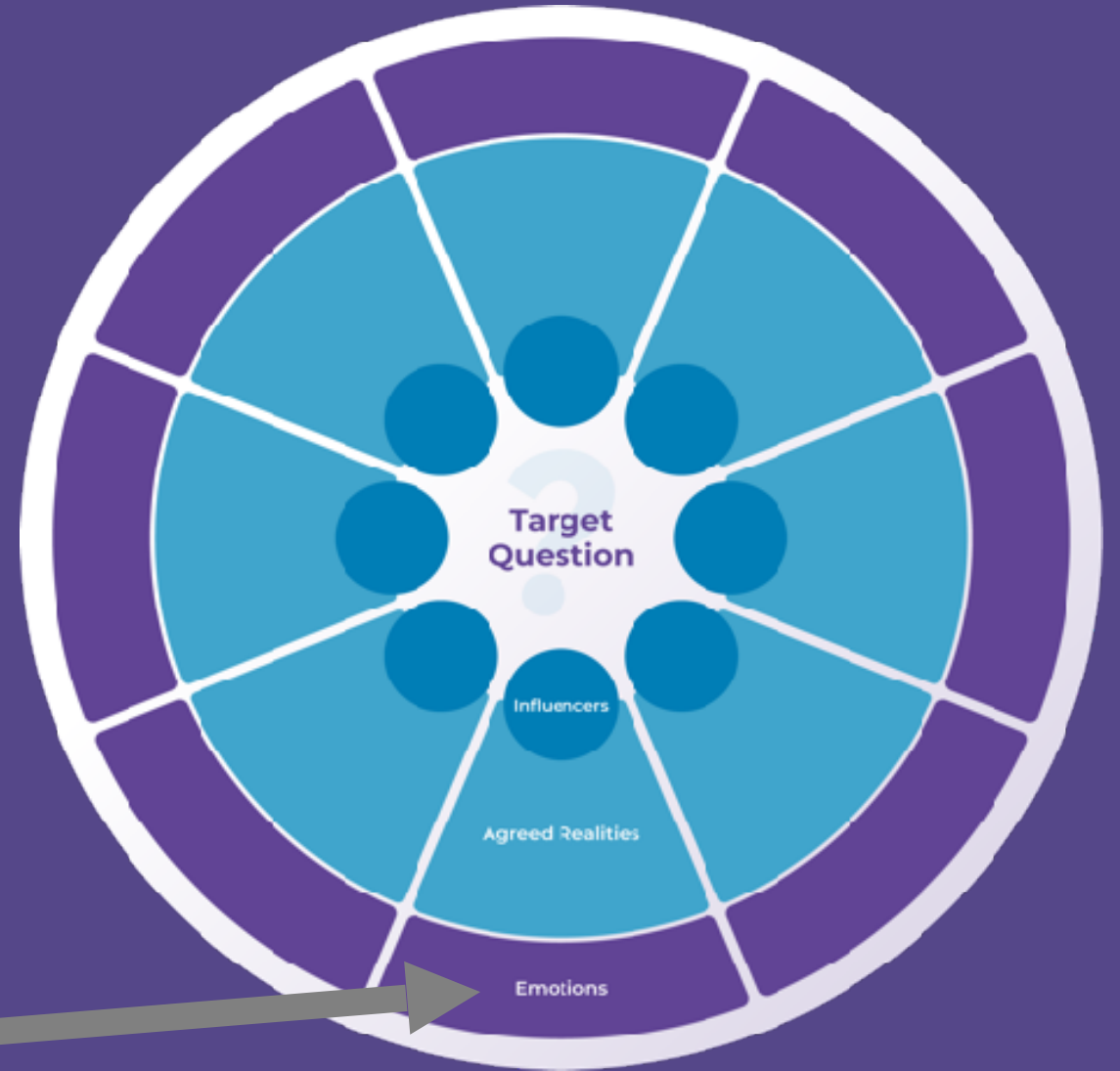
The narratives or beliefs that the target audience has in relation to the behavior and the influencers.





## 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.





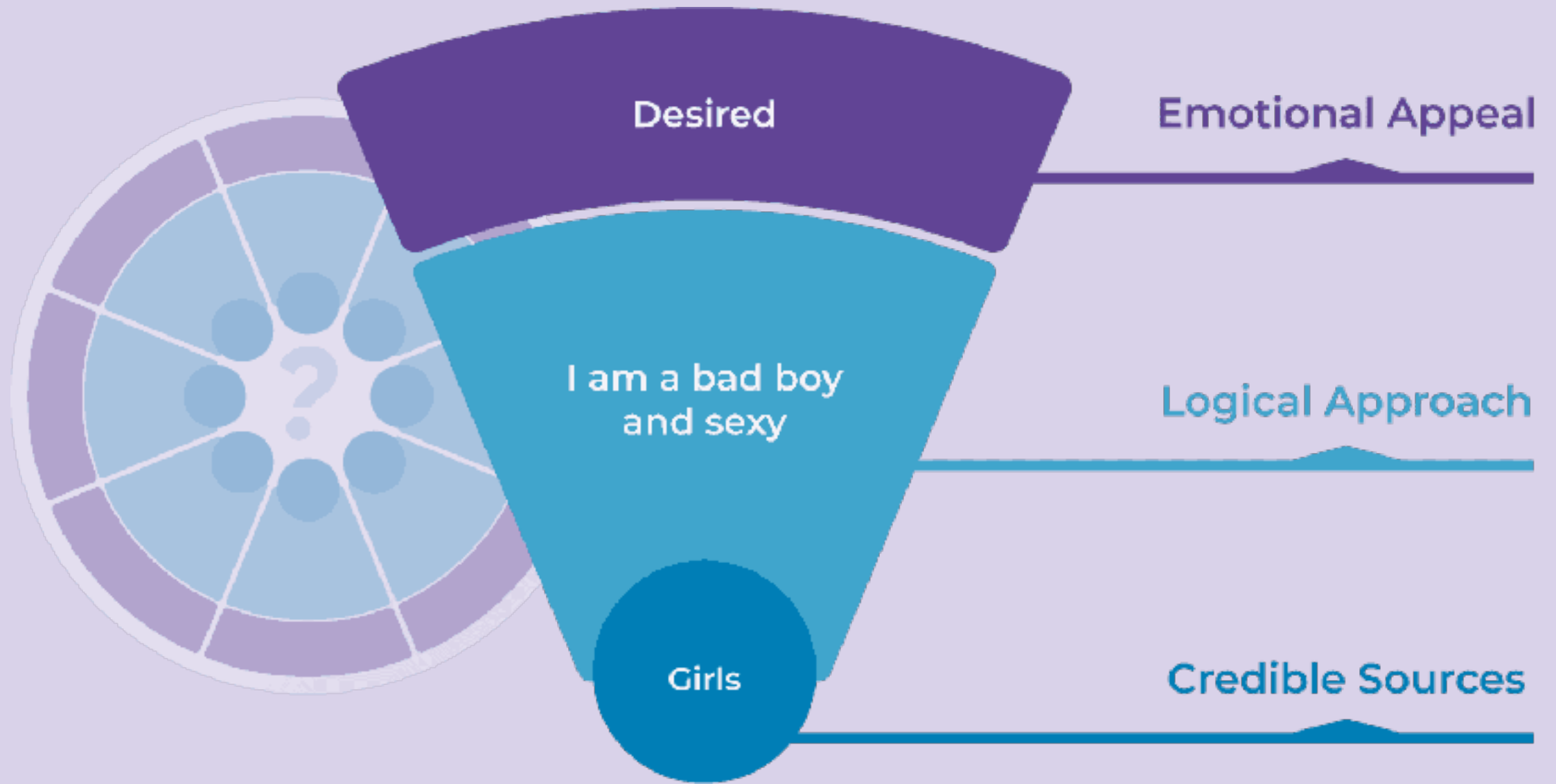






# Target Audience Statement

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](https://menti.com), enter the code [xxxxxxx] and answer the following question:

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

# ASSIGNMENT

Develop your map





# Thank you!