# MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

## Day 1: Target Audience Mapping

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# WHAT YOU NEED

Camera on, mic off

Notebook and pen

Google account

Smartphone

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# our approach to content creation

- Target Audiences
- Persuasive Aims
- Storytelling
- Creative Formats

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# AGENDA
# DAY 1

**Broad & Segmented Target Audiences**

**Creating a Persona**

**Step-by-Step Mapping**

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# Let’s break the ice.

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# Mapping connection

**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.**

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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.

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# IDEA STORM

## How do you define your target audience?

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# 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

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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.

# 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

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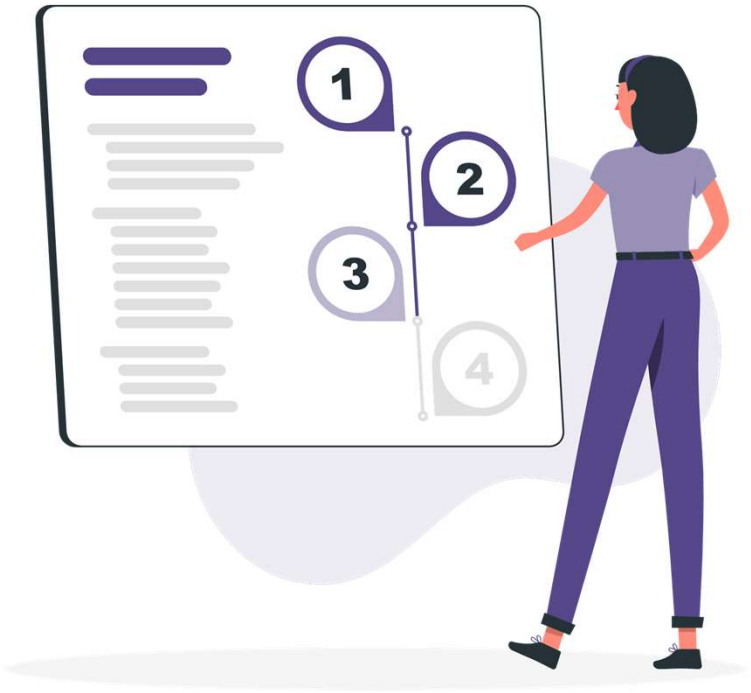
# QUESTIONS




# STEP-BY-STEP

## Target Audience Mapping

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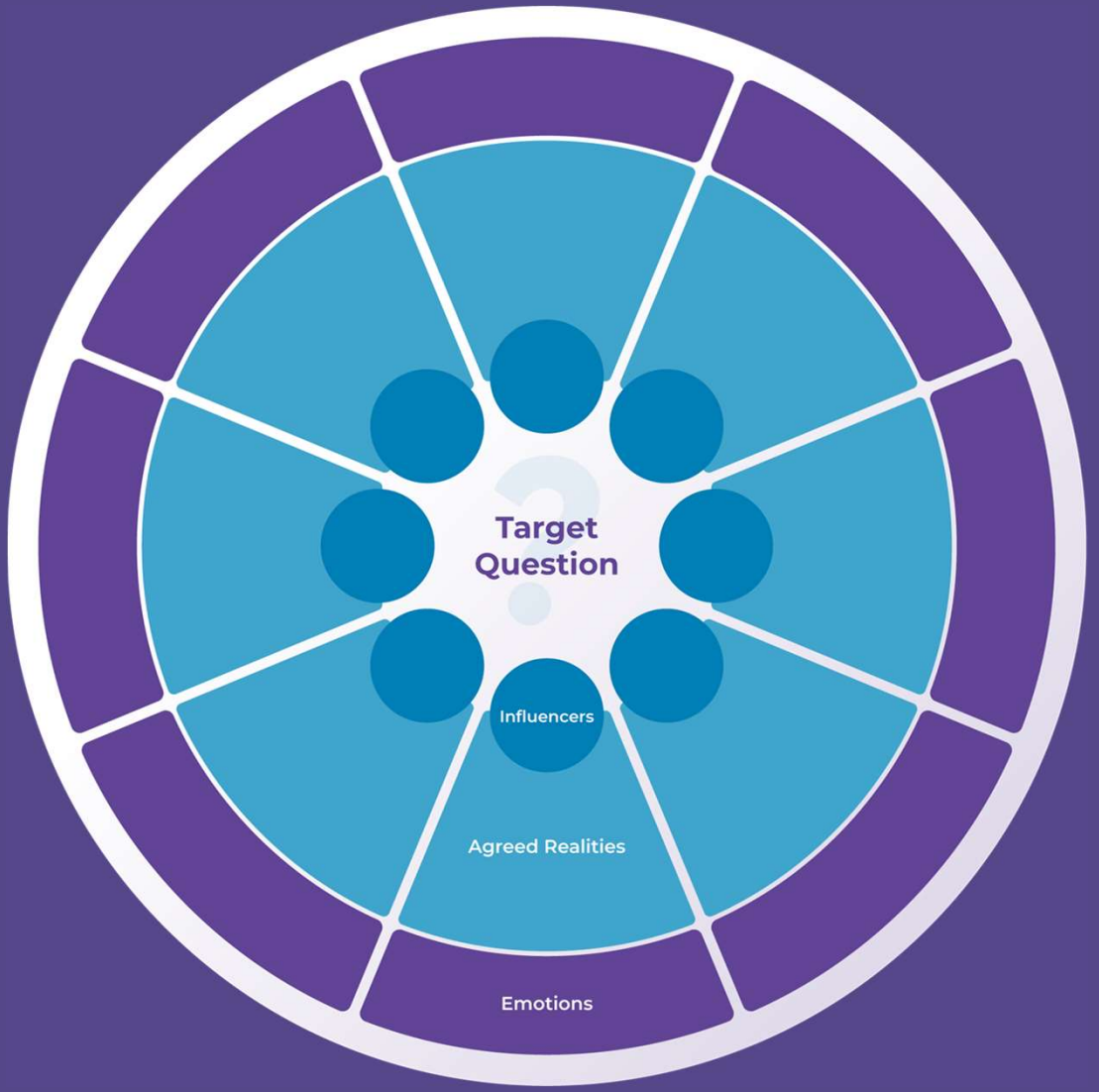
# Target Questions

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

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**Why 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?**

QUIZ

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

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☛ Why do some British parents feed their kids junk food?

☛ Why are some children emotionally disturbed by divorce?

☛ Why do some women lie about how mucho money they spend?

☛ Why are Indian boys shorter than European boys?

☛ Why is Kenya a better football team than Zimbawe?

☛ Why do some Muslim youth in Europe choose to go fight with ISIS in Siria?

☛ Why is tradition so strong in some communities?

☛ Why do poor Nepalese parents take their daughters out of school?

# LUNCH BREAK
## 1 hour

# Example:

Why do some young men start smoking cigarettes?

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# Influencers

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

# IDEA STORM

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

Why do 12-15 year old boys start smoking?
Media
Parents
Peers
Older boys
Girls
Boys who don't smoke
Cigarette companies
Health profession

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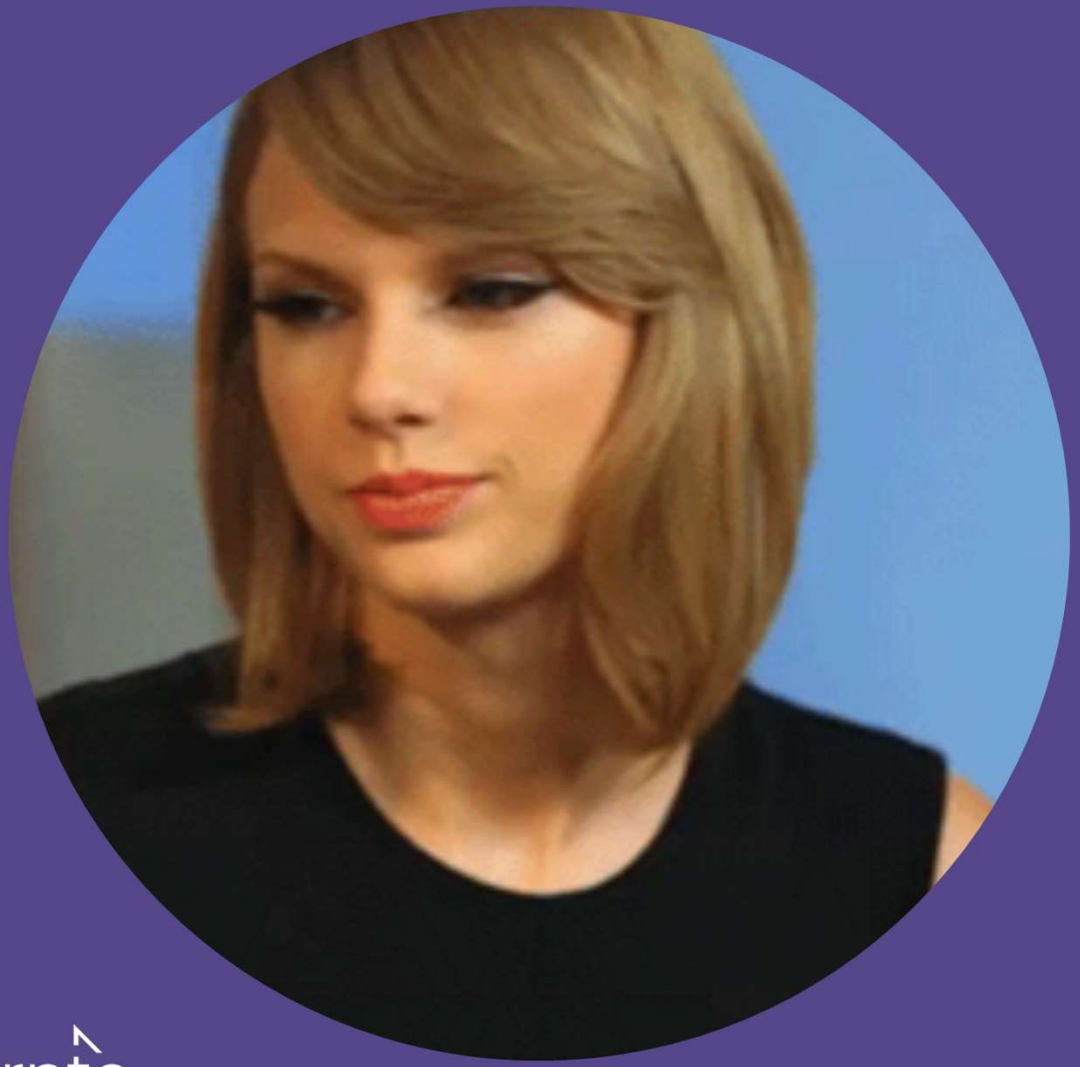
# Agreed Realities

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



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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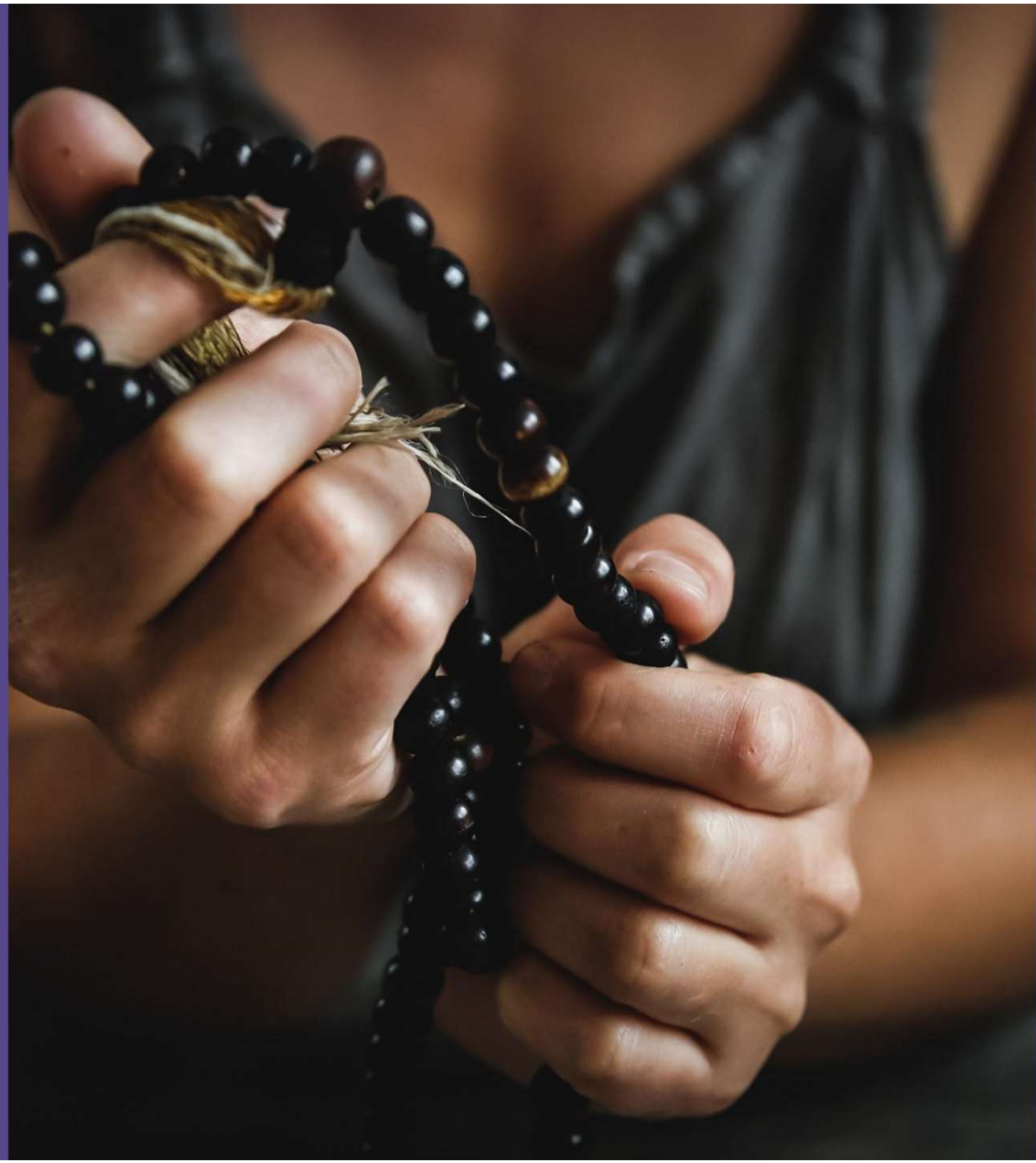
# Emotional Payoffs

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



Why do 12-15 year old boys start smoking?
Admired
Rebellious
Accepted
Desired
Superior
In Control
Smoking is cool and badass
I am my own person. They won't like it
I am one of them
I will be liked and they will think I am one of them
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LOVE
Accepted
Gentle
Affectionate
Passionate
Trusted
FEAR
Embarrassed
Vulnerable
Rejected
Insecure
Worried
ANGER
Threatened
Mad
Offended
Frustrated
Annoyed
SADNESS
Hurt
Guilty
Lonely
Uninterested
Inadequate
HAPPINESS
Confident
Grateful
Peaceful
Excited
Playful
SURPRISE
Startled
Overwhelmed
Confused
Amazed
Shocked
DISGUST
Resentful
Shameful
Bitter
Disappointed
Averse

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# GROUP EXERCISE

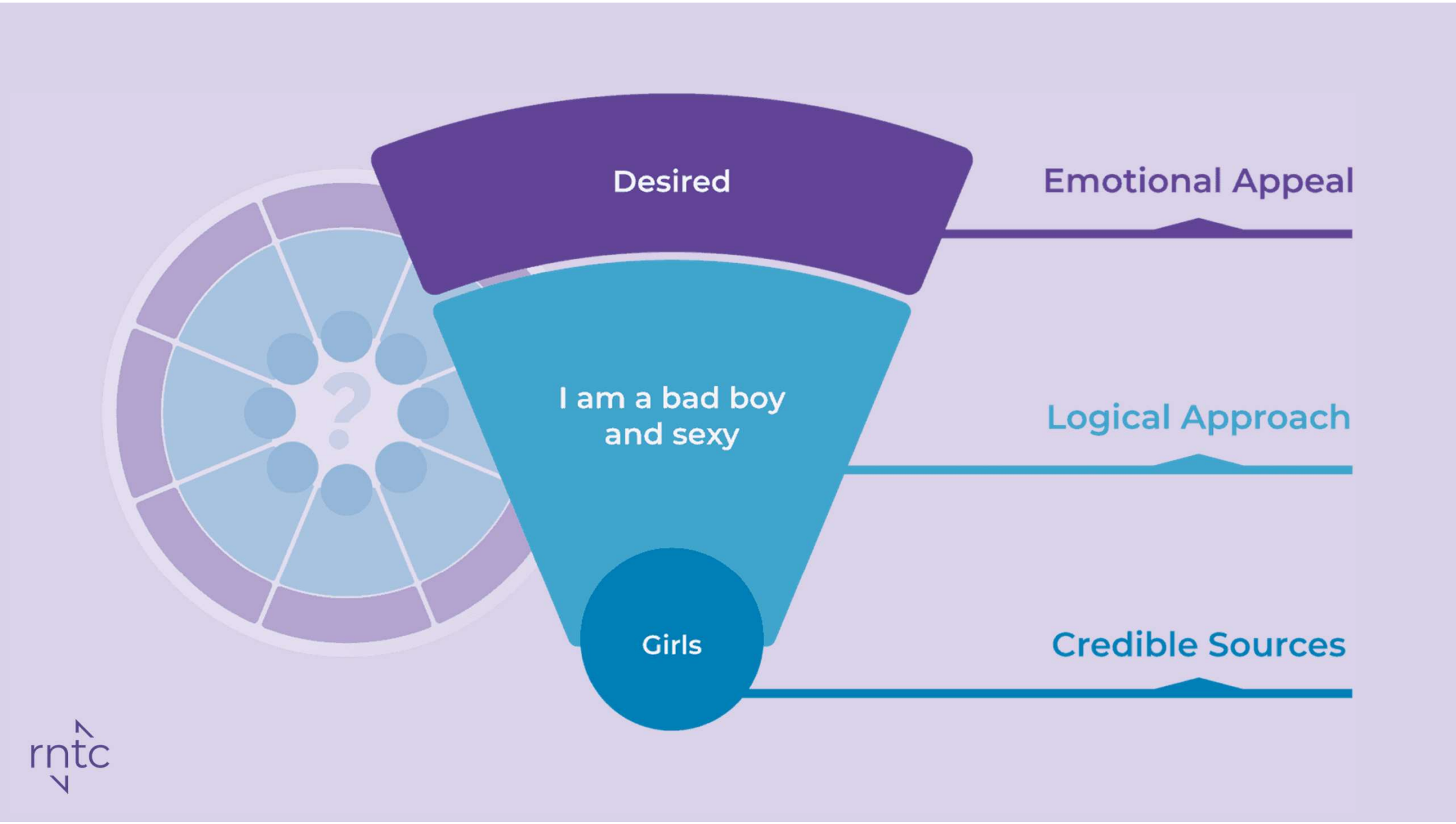
## Anti Vaxxer

Go to breakout rooms and answer the following questions:

- Why do anti vaxxers believe that the vaccines don't work?
- What/who are their influencers?
- What are their emotional payoffs?

Use social media to help you!

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


Desired
I am a bad boy and sexy
Girls
Emotional Appeal
Logical Approach
Credible Sources
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# Target Audience Statement

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

# Target Audience Statement= target audience + agreed reality + emotional appeal

# 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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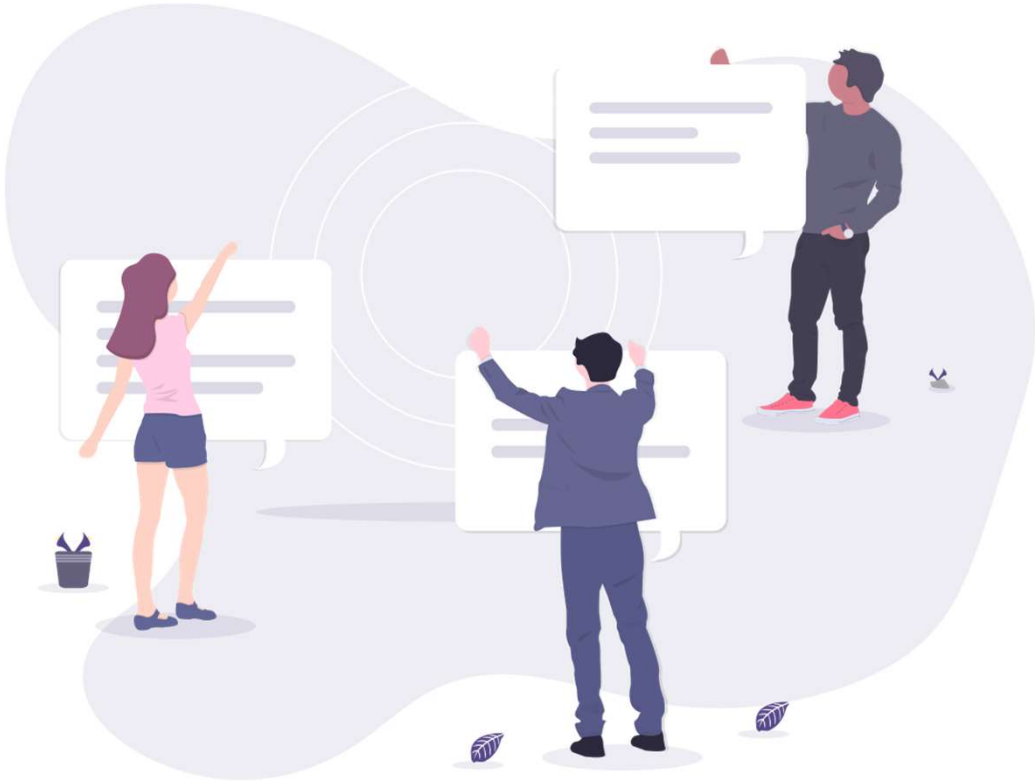
# QUESTIONS

# ASSIGNMENT

Develop your map



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# REFLECTION

Go to **menti.com**, enter the code **23 16 42** and answer the following question:

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

# Thank you!