

MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

Day 1: Target Audience Mapping



Marta Gómez-Rodulfo



Camera on, mic off



Notebook and pen



Google account



Smartphone

WHAT YOU NEED



**our approach to
content creation**

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

AGENDA DAY 1



Broad & Segmented Target Audiences

Creating a Persona

Step-by-Step Mapping

Let's break the ice.



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.



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.





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	Occupation
Gender	Religion
Ethnicity	Nationality
Income	Lifecycle
Qualification	Language
Marital Status	Race
Sexuality	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

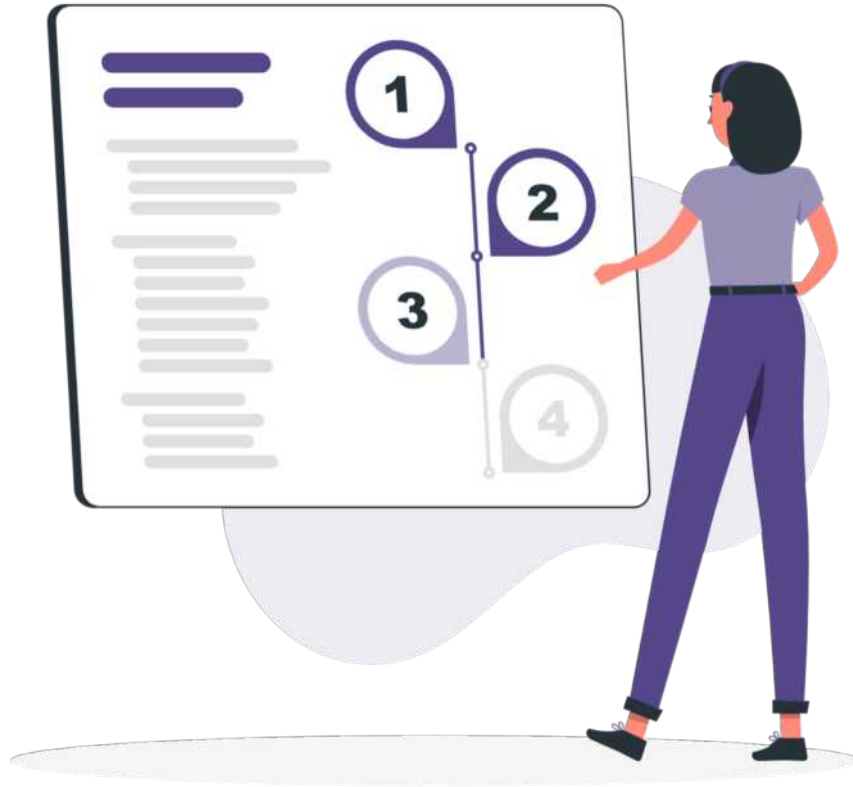
BEHAVIORAL

What do they do?

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

QUESTIONS





STEP-BY-STEP

Target Audience
Mapping

Target Questions

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



A background image of a climate protest. In the foreground, a large white sign reads "THERE IS NO PLANET B" in green and blue capital letters. Below it, a smaller sign features a drawing of the Earth with orange sun rays and the word "PLANET" in green. To the left, another sign partially shows the words "NEW DEAL". People's faces and heads are visible in the crowd, some looking towards the camera.

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**?



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

- 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 Zimbabwe?
- 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?



Influencers

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





IDEA STORM

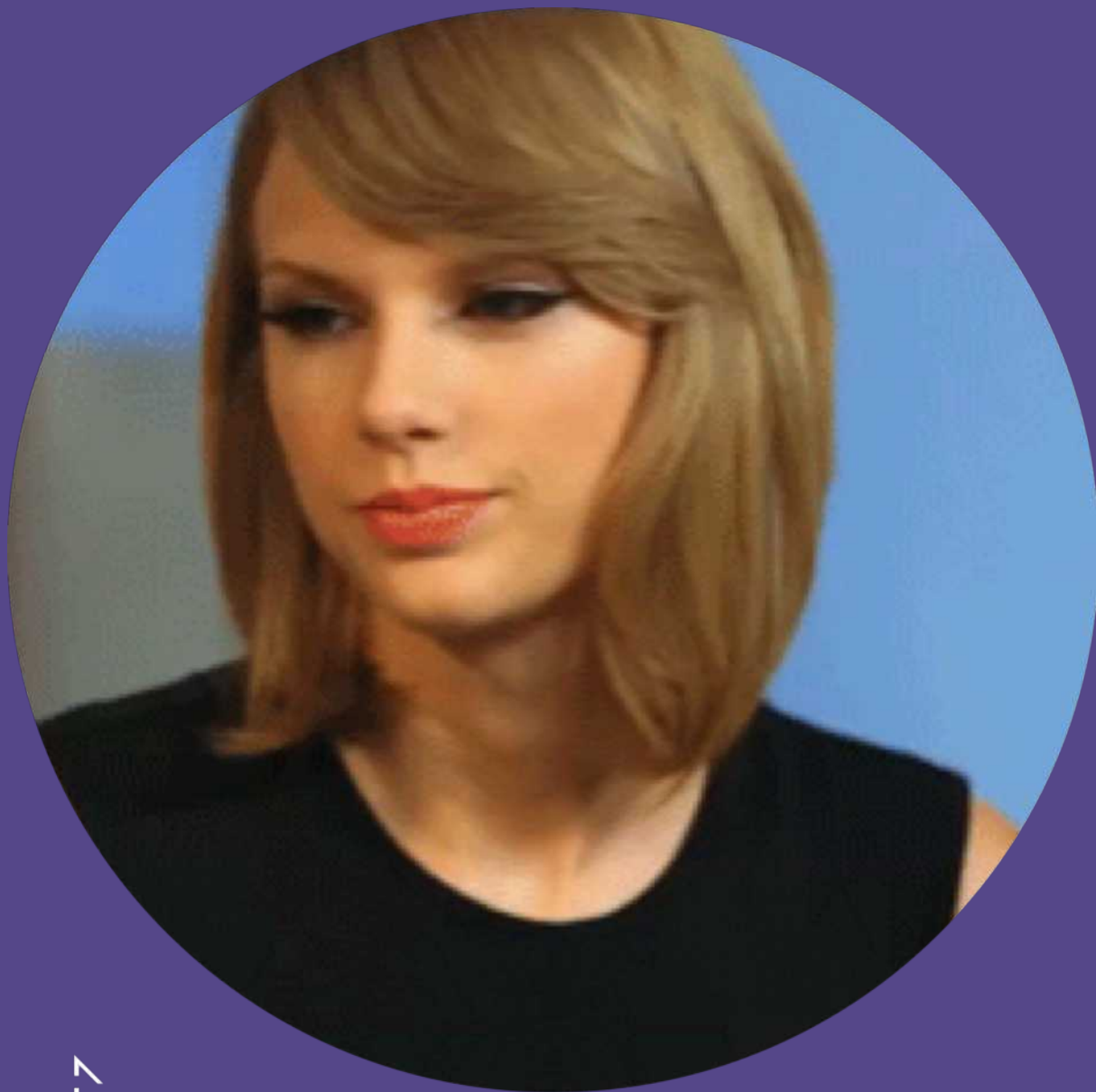
**Who or what do you think
will influence a young man
in your community to start
smoking?**





Agreed Realities

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



Emotional Payoffs

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









GROUP EXERCISE

Anti Vaxxer

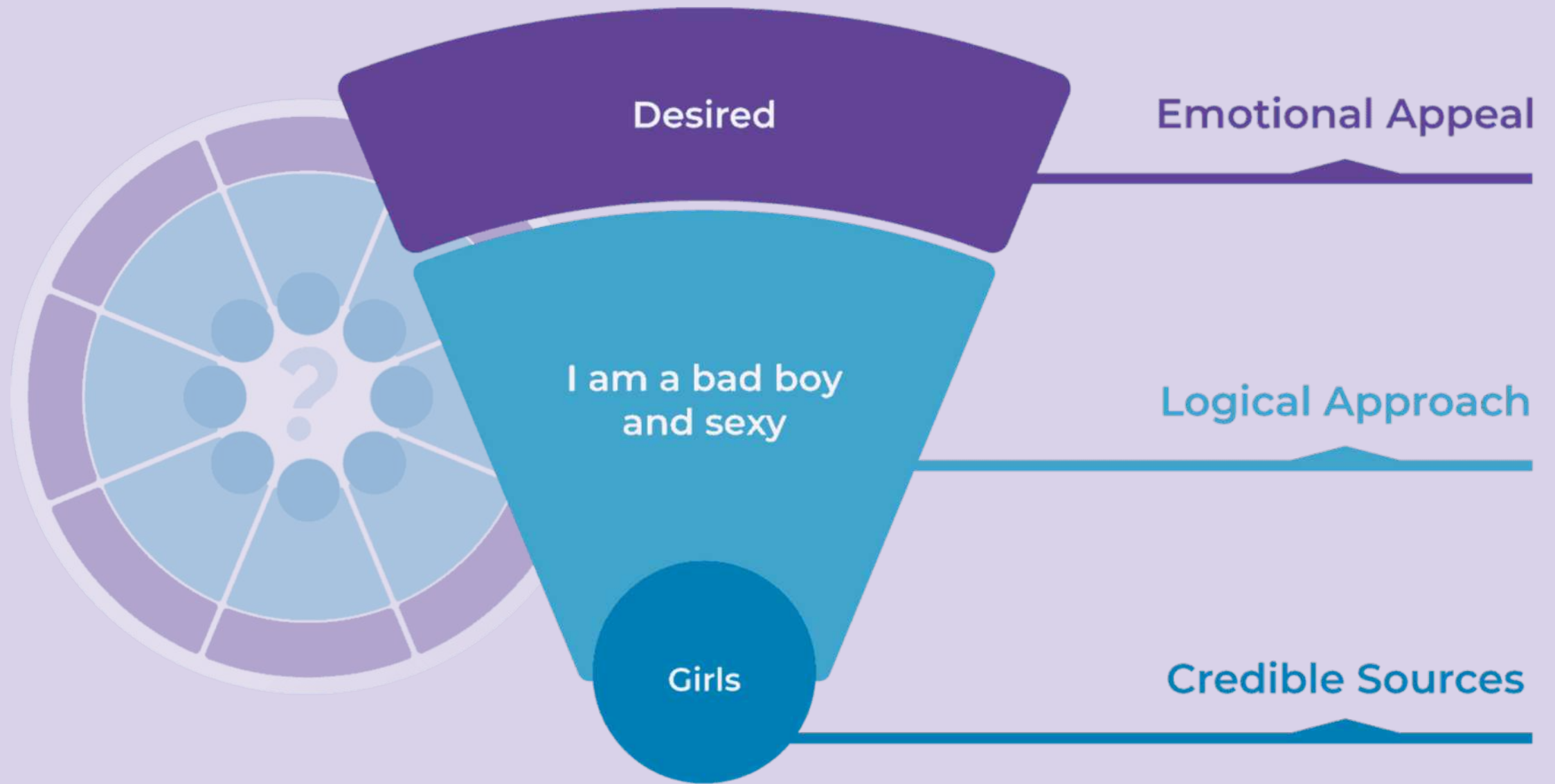
Go to breakout rooms and answer the following questions:

- 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.







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.



QUESTIONS



ASSIGNMENT

Develop your map







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!