MEDIA CAMPAIGNS FOR SOCIAL CHANGE

Day 1: Target Audience Mapping

Hélène Michaud

our approach to content creation

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

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AGENDA
DAY 1

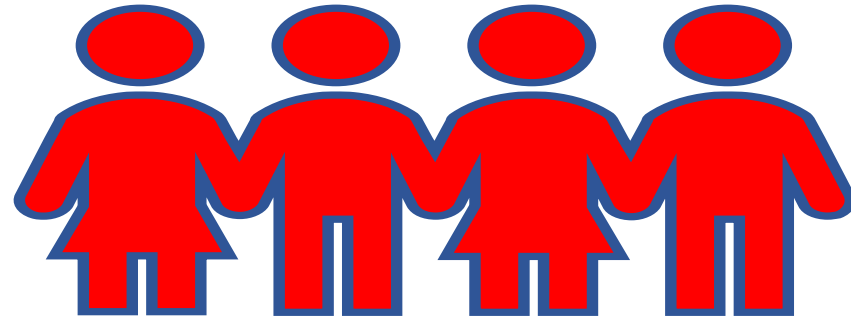**Broad & Segmented Target Audiences**

Creating a Persona

Step-by-Step Mapping

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Safe space

LET'S GET TO KNOW EACH OTHER !

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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Target Audiences

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

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Target Audiences

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

o *Who are they?*
o *What do they believe in?*
o *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 and structure, content, down to the words and language you use to describe what you do.

Broad Target Audiences

Demographic & Geographic

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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

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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.

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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.

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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)
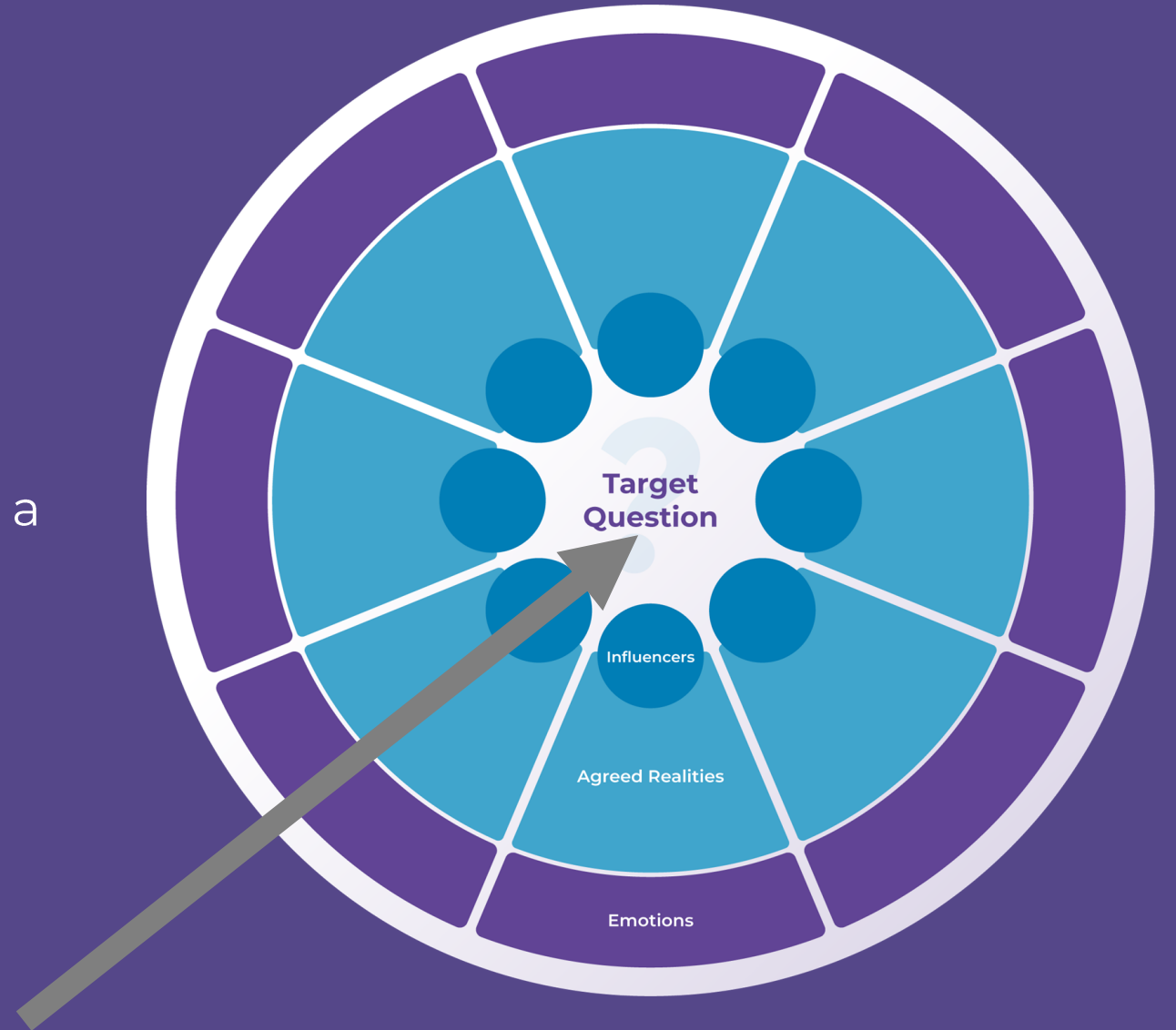› Communication
› Travel
› Participation

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QUESTIONS

STEP-BY-STEP

Target Audience Mapping

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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**?

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Why ✓

Community ✓

Freely Chosen Behaviour ✓

Why do some 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…

1. European young mothers not breast feed in public?
2. Young European first-generation Muslims join Isis?
3. Jewish Americans circumcise their sons?
4. Children of divorced parents stay with their mom?
5. RNTC participants eat every day?
6. Eastern European University students share fake news articles?
7. Nigerian University students join cult groups?
8. Ugandan male teenagers not use condoms?
9. People from war zones leave their country?

Example:

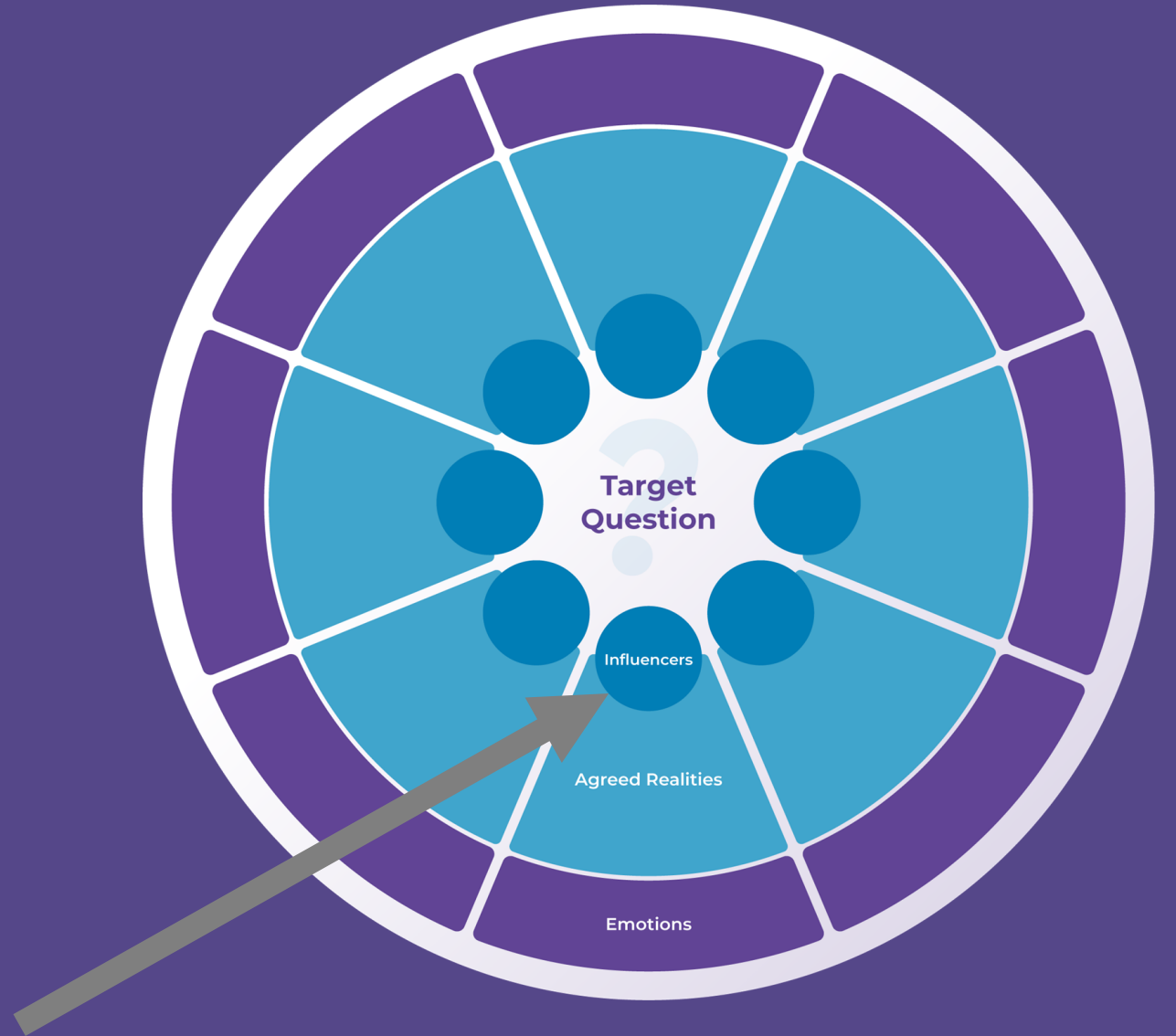Why do young men (12-15 years old) start smoking cigarettes?

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LUNCH BREAK
1/2 hour

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Step 2: Identify the Influencers

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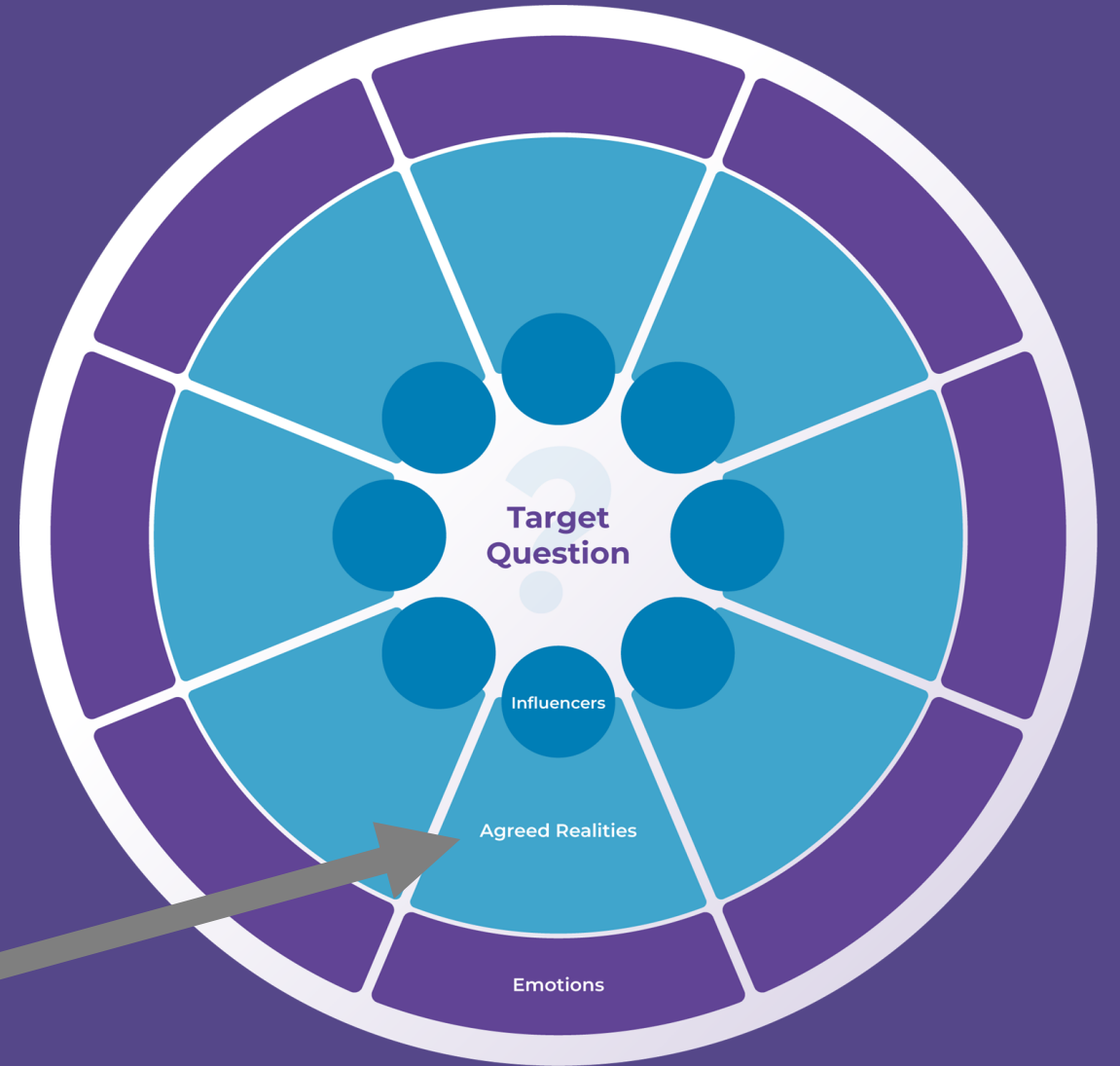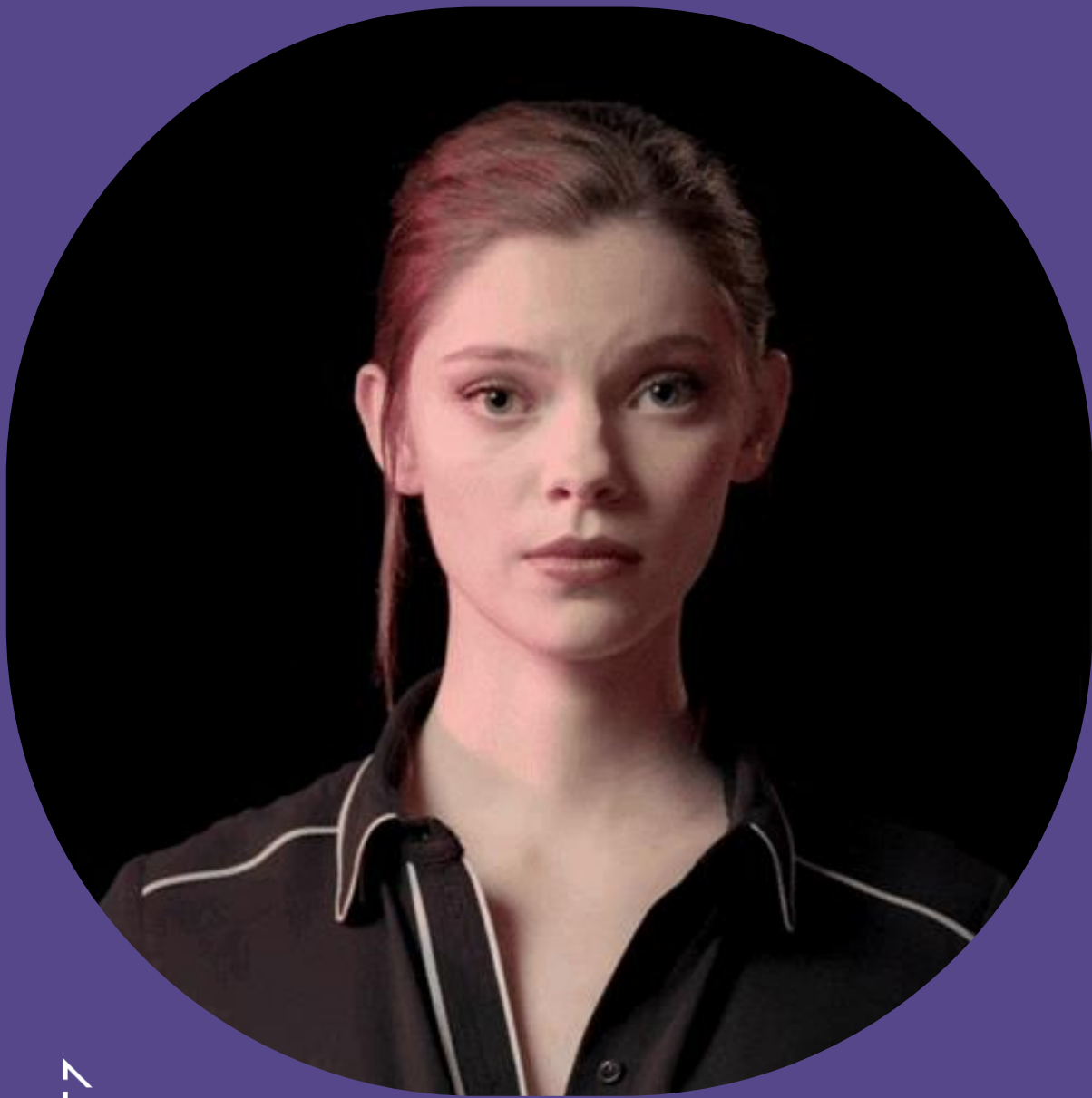
REFLECTION

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.
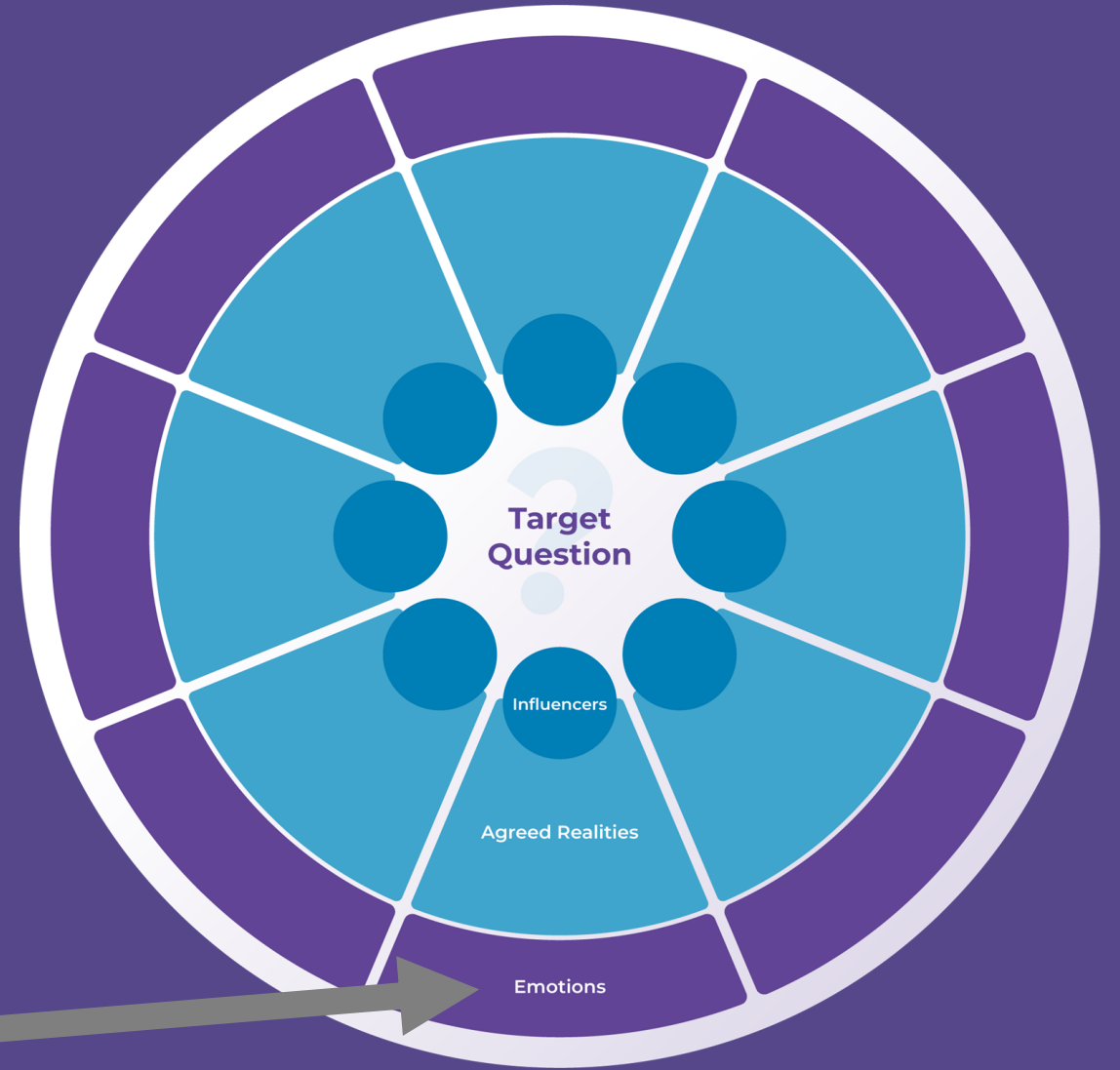
GROUP EXERCISE
Roleplay

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.

Why do 12-15 year old boys start smoking?

Admired
Smoking is cool and badass
Media

Rebellious
I am my own person. They won't like it
Parents

Accepted
I am one of them
Peers

Accepted
I will be liked and they will think I am one of them
Older boys

Desired
I am a bad boy and sexy
Girls

Superior
They are not cool and are lame, they are just scared to try or too uncool to
Boys who don't smoke

In Control
Light cigarettes are better for me. They know me. I can quit anytime.
Cigarette companies

Superior
I'm young, I know when to quit. Disease doesn't affect me
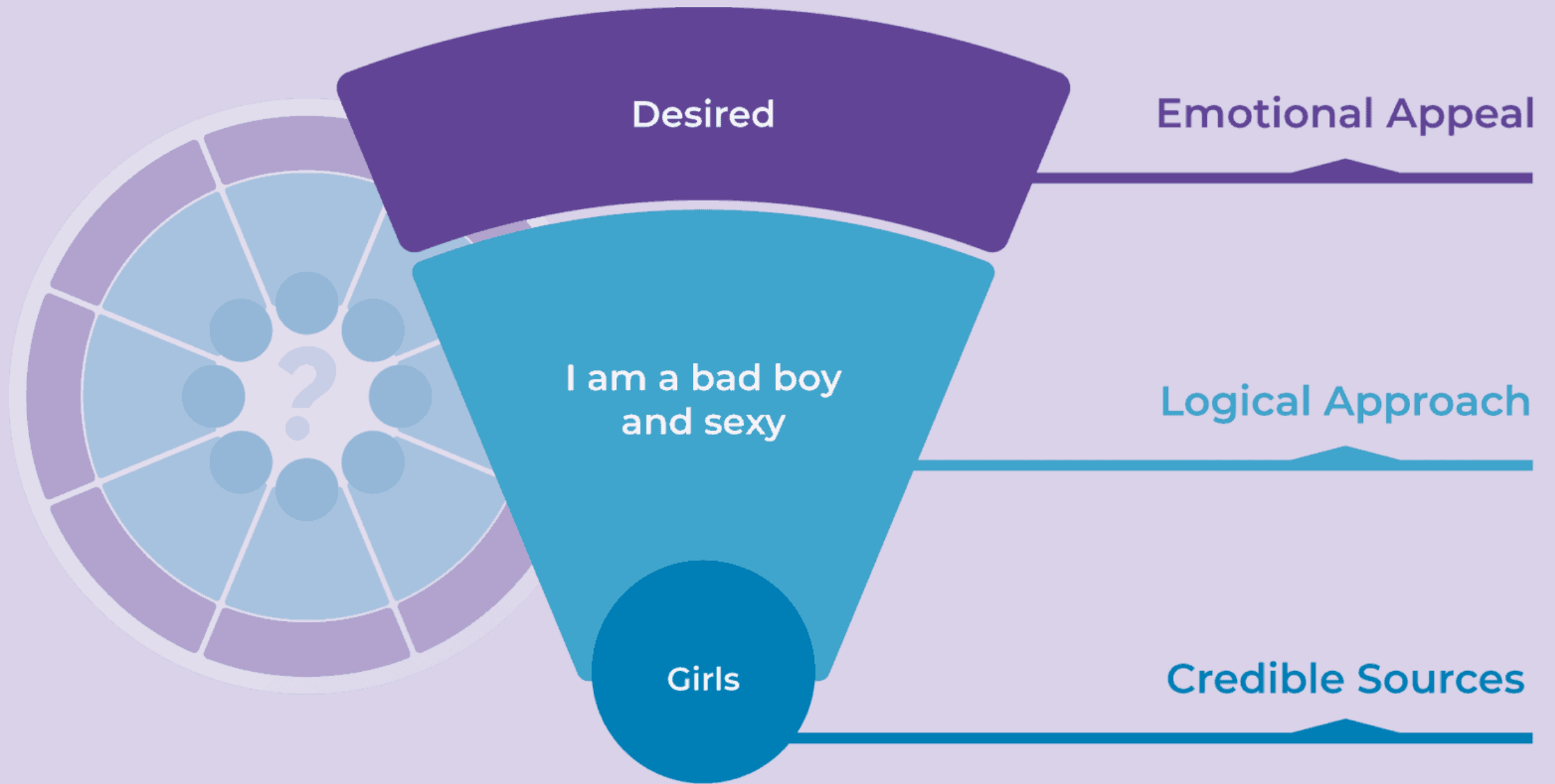Health profession

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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
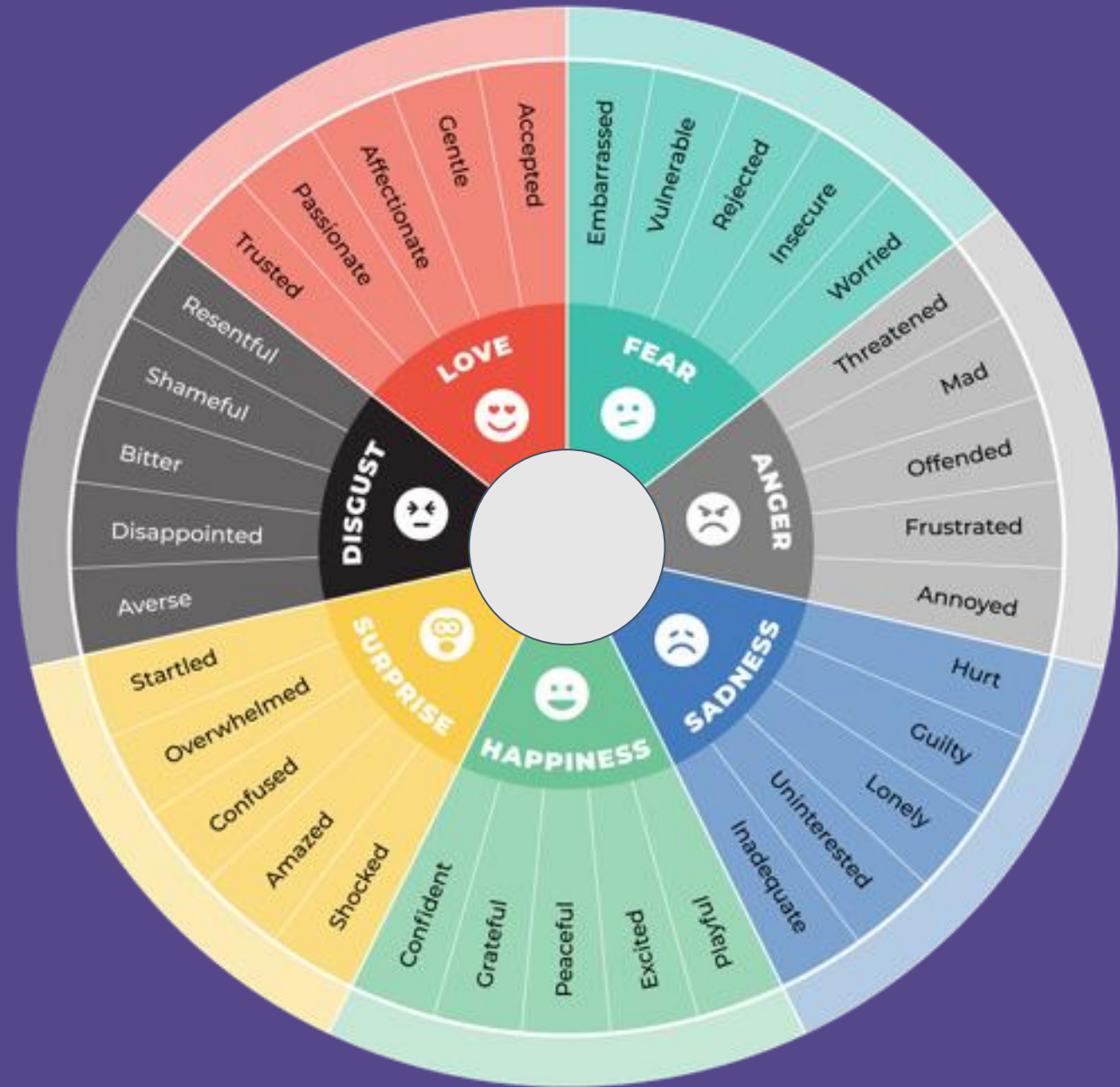
GROUP EXERCISE
Vaccines are toxic?!

Split into groups and answer the following questions:

- Why do anti-vaxxers believe vaccines are harmful?
- What/who are their influencers?
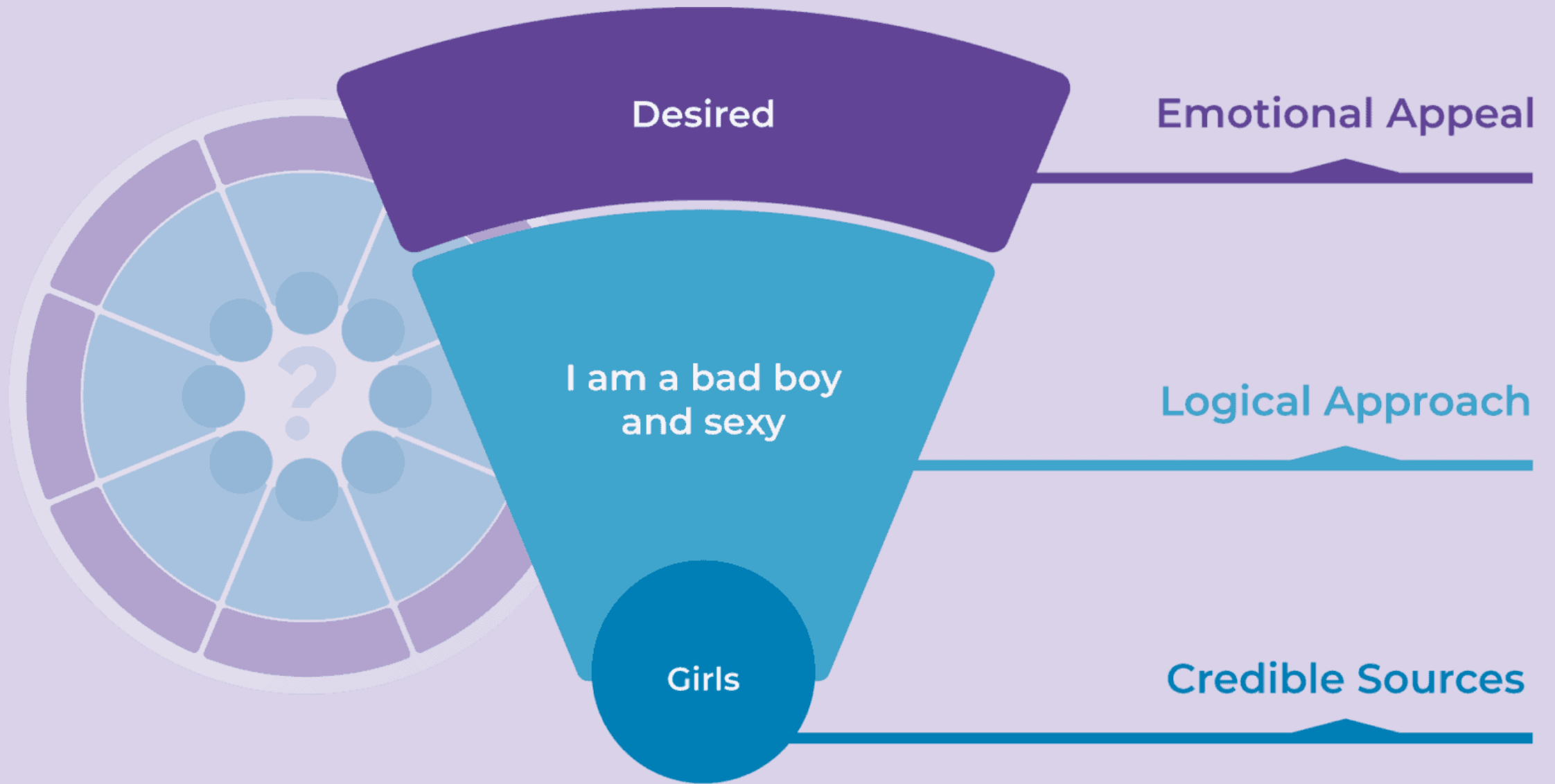- What are their emotional payoffs?

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

Select one person to present the findings back in the plenary session.

Target Audience Statement

Once you have completed the map, choose only one slice: this is your hyper-segmented audience.
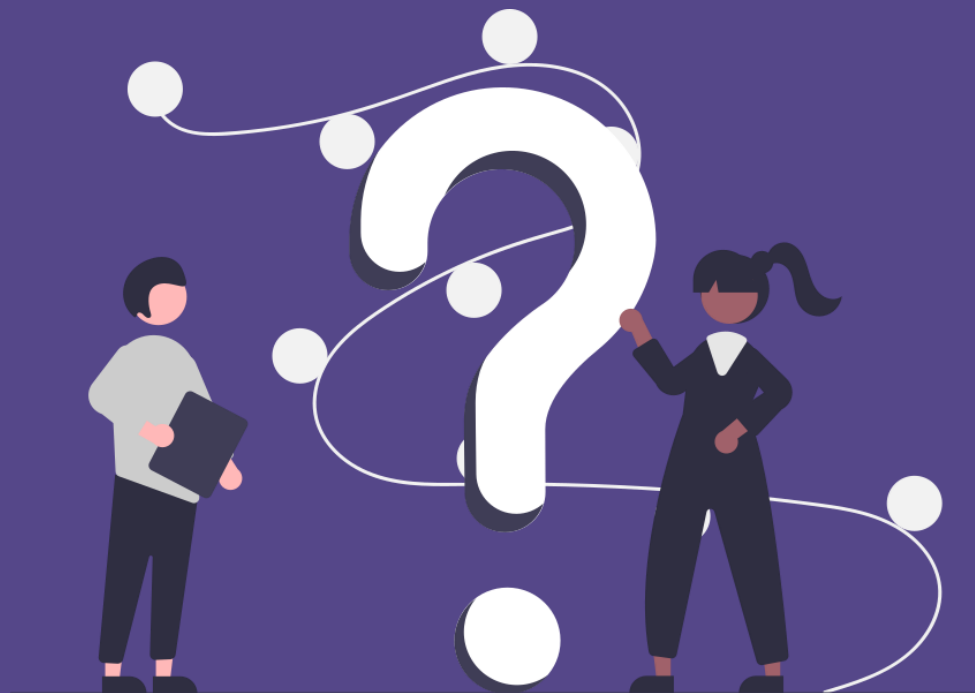
TAS = TA + AR + EA

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

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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

What is your key takeaway from this session?

Thank you!