CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day I: Target Audiences

RNW media

rntc media training centre

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Camera on, mic off

Notebook and pen

PC and OLA account

Smartphone

WHAT YOU NEED

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our approach to content creation

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

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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.

Target Audiences

Good communication
is **directed** to 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.

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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.

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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

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Hyper-Segmented Target Audiences

Influencers
Agreed Realities
Emotional Appeals

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Persona

Age: 12-15
Gender: Female
Location: Chittagong
Ethnicity: Bangladeshi
Religion: Islam
Education: High School
Income: Low

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Think, See, Hear & Do

- Thin and medium height
- He wants to be seen as a cool macho guy.
- He sees other guys with muscular bodies and wants body like them.
- He listens to band and party songs
- 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)
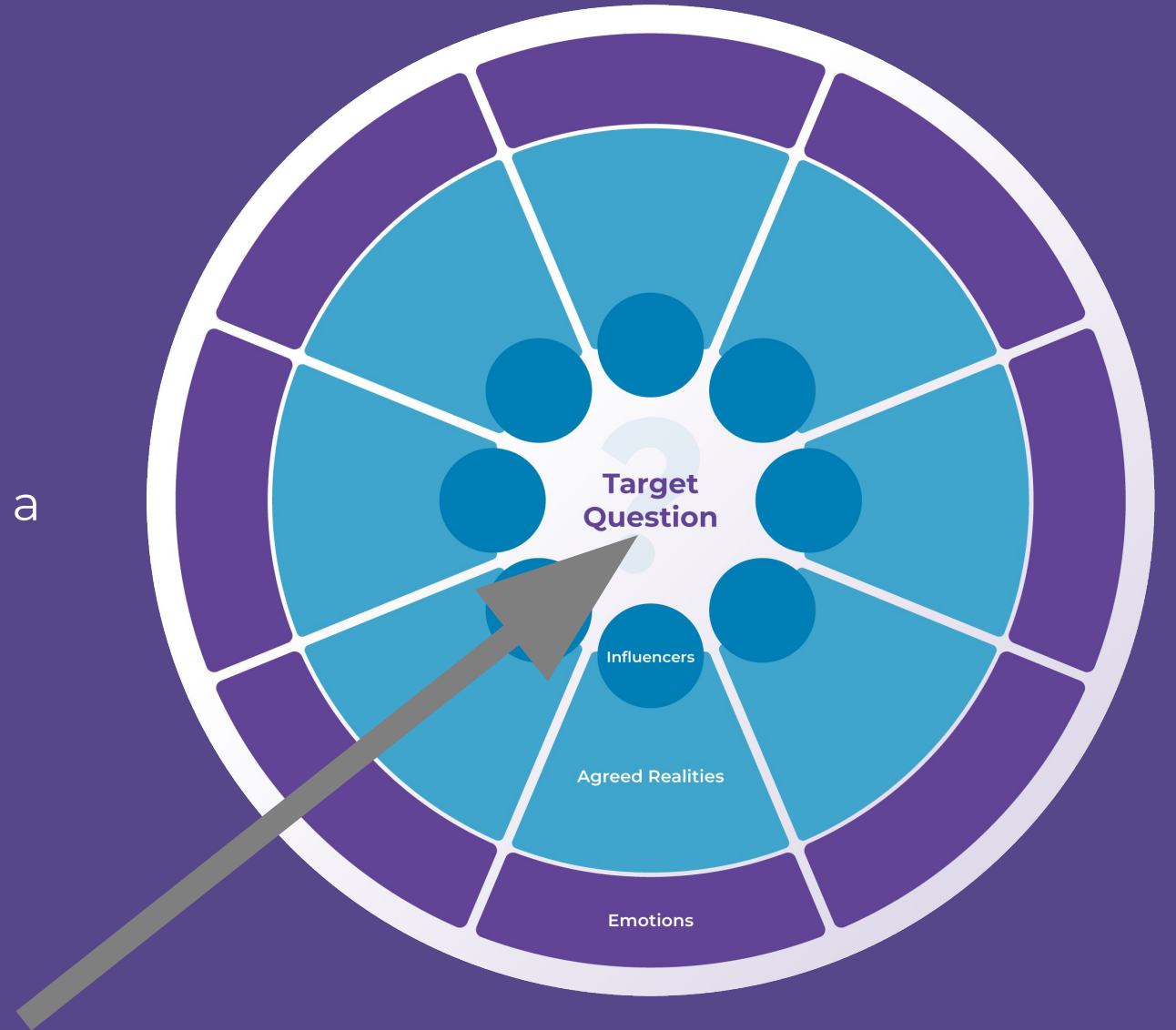› Communication
› Travel
› Participation

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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 ✔

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?

QUIZ

Go to **menti.com** & enter the code [6342908]. We will be answering the following:

Are these questions mappable? If not, why?

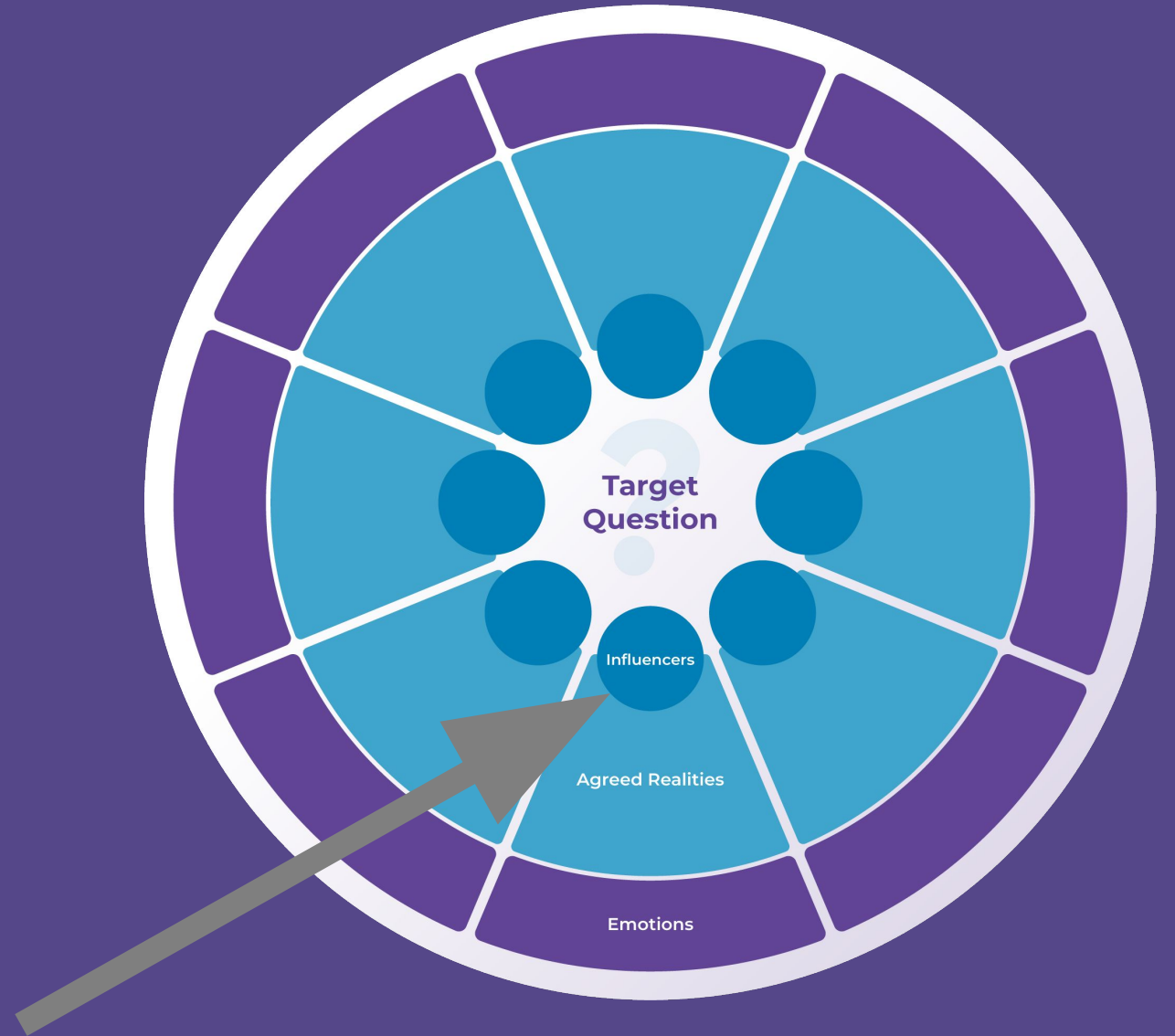# What could be a mappable question in your local context?

Example:

Why do some young men start smoking cigarettes?

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Target Question

Influencers

Agreed Realities

Emotions

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?
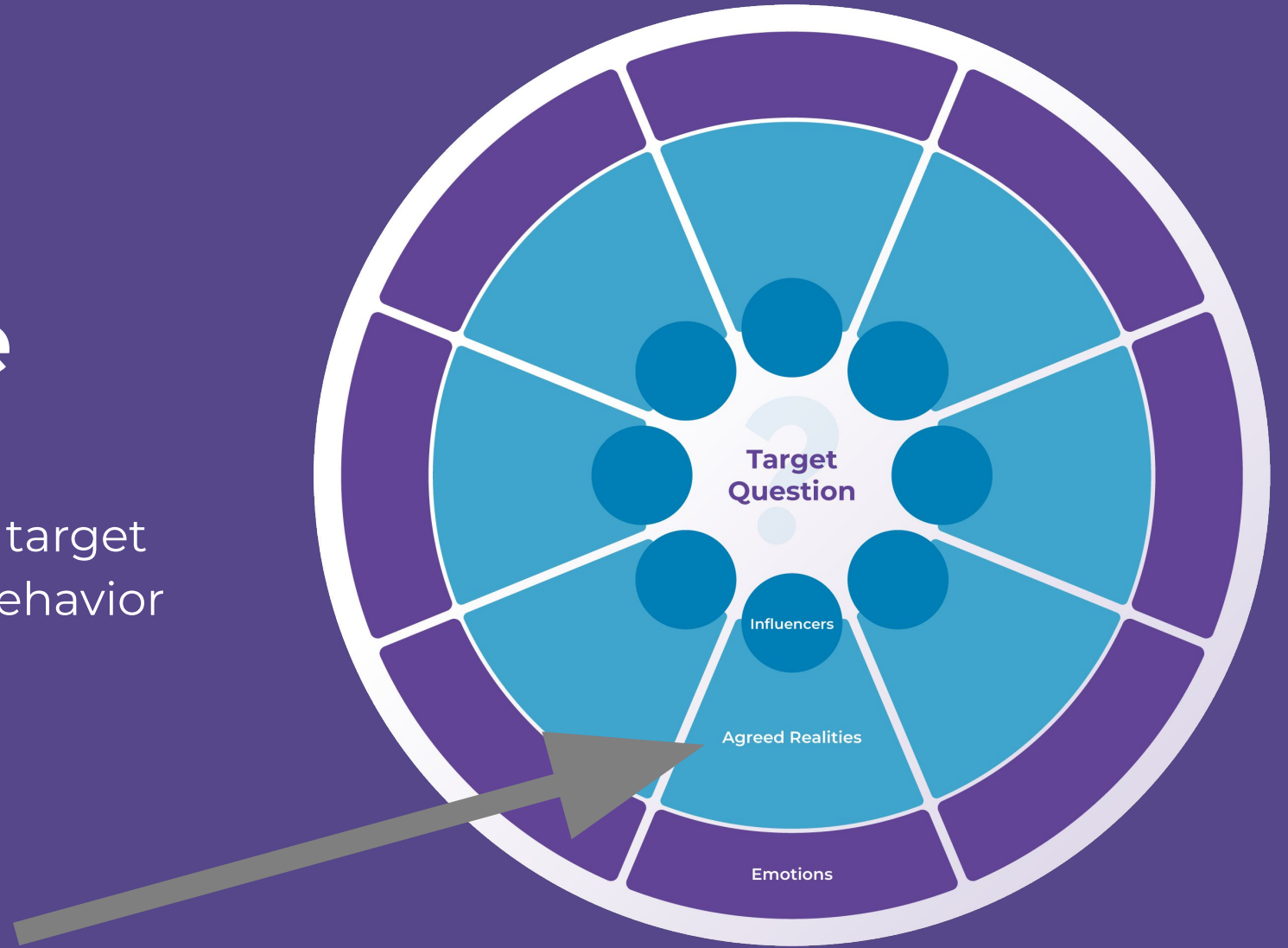
IDEA STORM

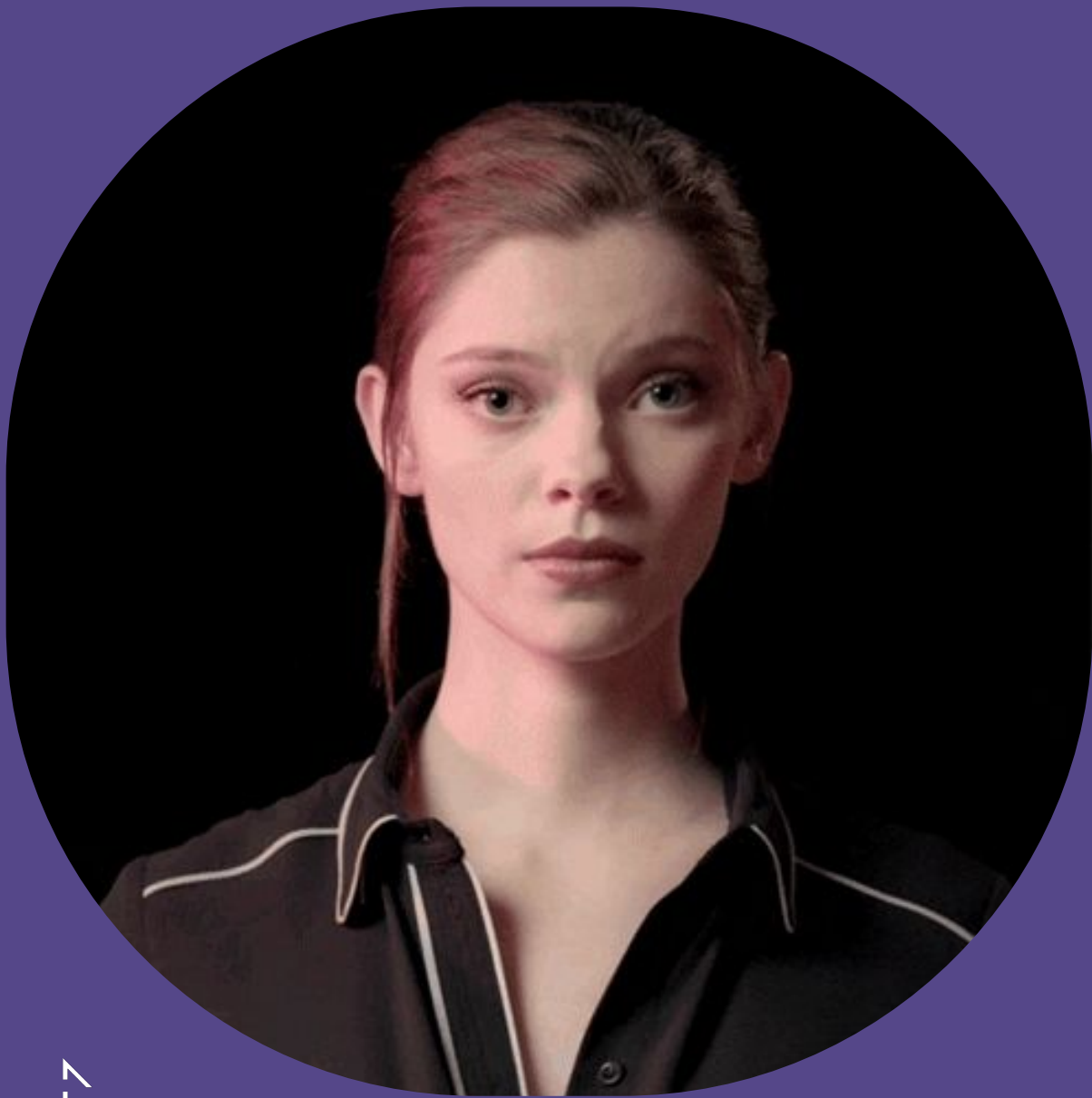Go to **menti.com**, enter the code [6342908] and answer the following question:

Who or what do you think will influence a young man in your community to start or stop smoking?
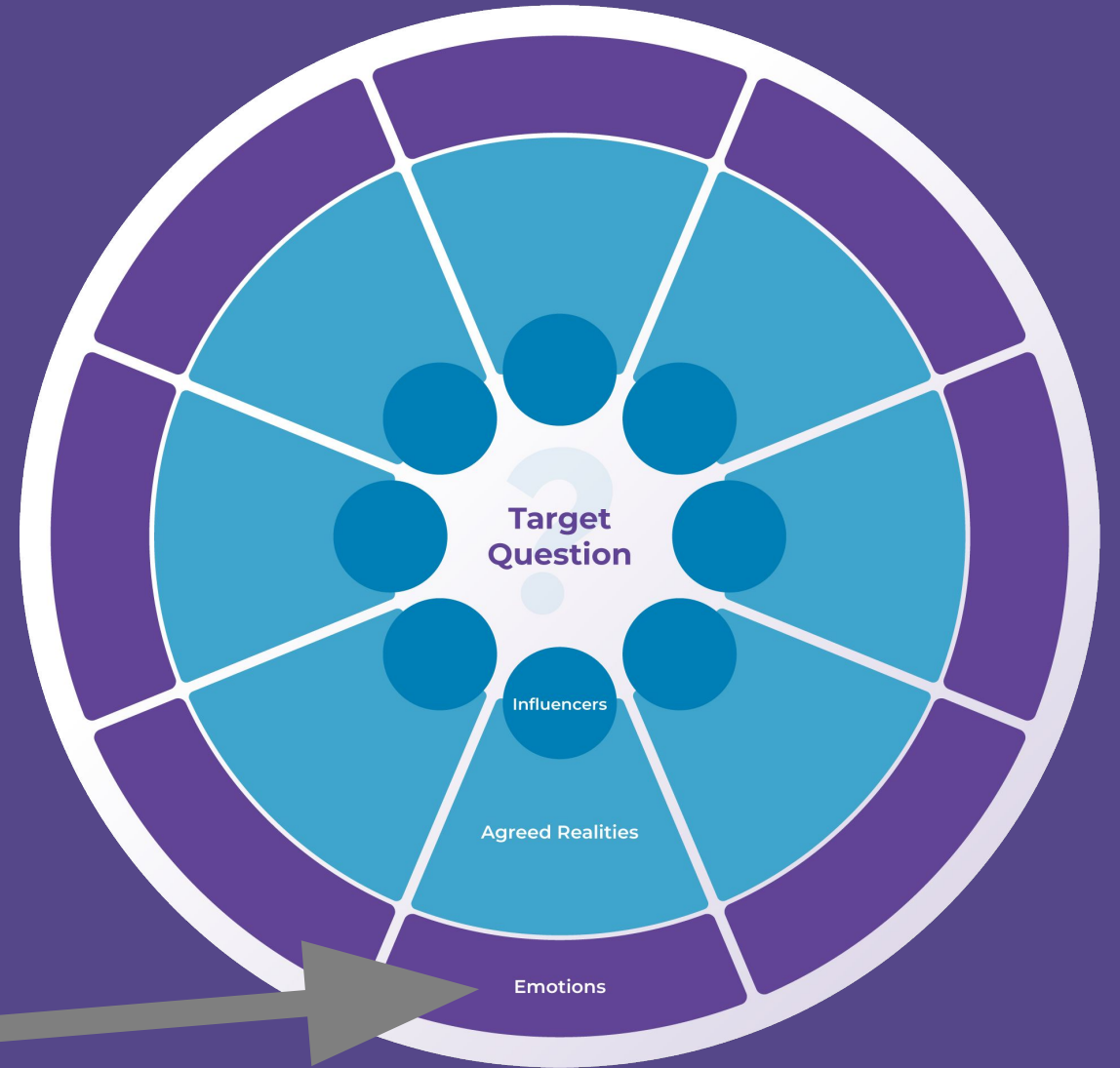
Step 3: Spot the Agreed Reality

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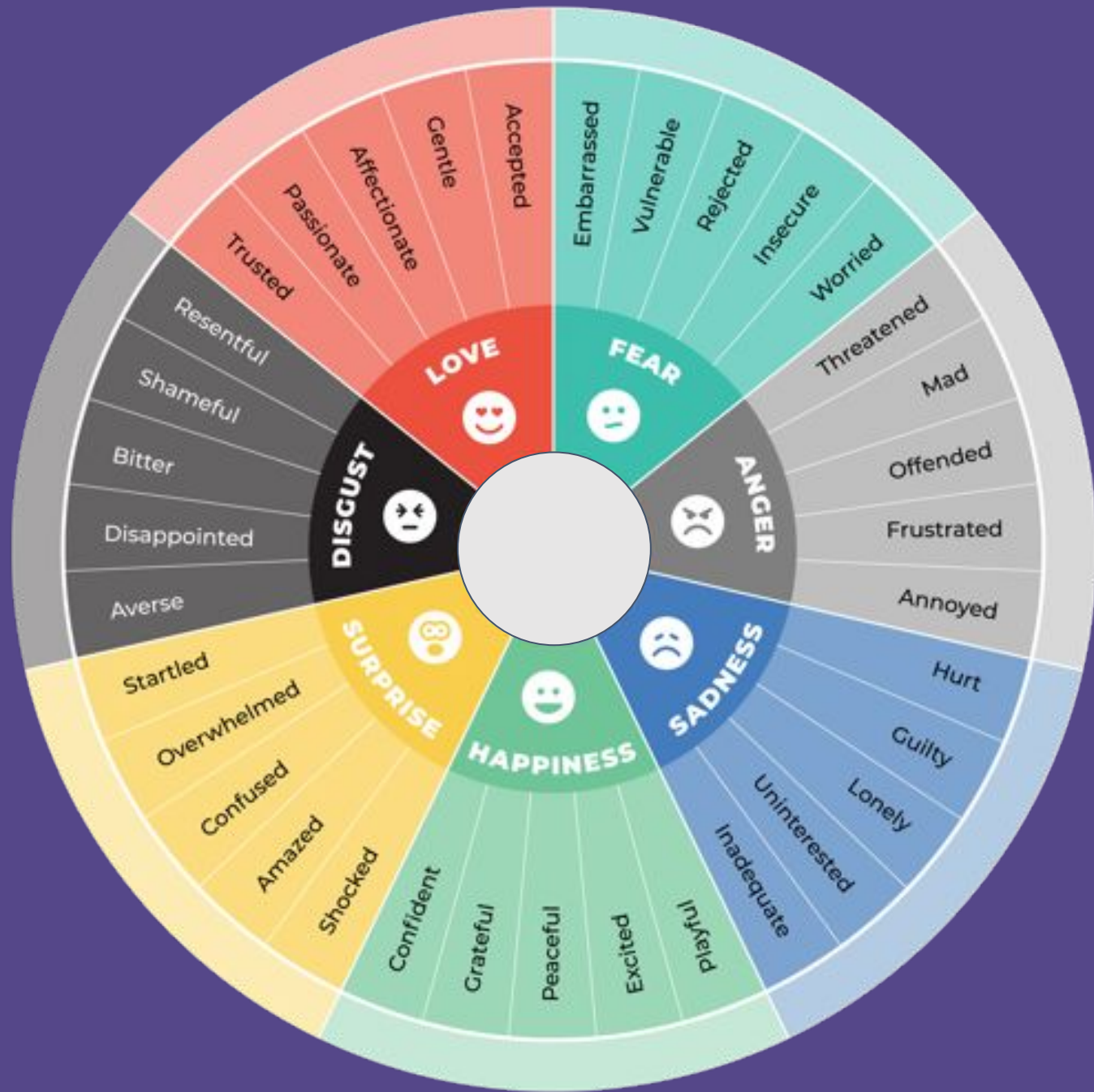

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Step 4: Understand the Emotional Payoff

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.

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GROUP EXERCISE

Go to breakout rooms and answer the following questions:

- Who do families marry young girls in South Asia
- What are their agrees realities?
- What/who are their influencers?
- What are their emotional payoffs?

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

GROUP EXERCISE

Go to breakout rooms and answer the following questions:

- Who do young couples in South Asia not use condoms?
- What are their agrees realities?
- What/who are their influencers?
- What are their emotional payoffs?

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

GROUP EXERCISE

Go to breakout rooms and answer the following questions:

- Who do domestic abuse victims in South Asia not speak out?
- What are their agrees realities?
- What/who are their influencers?
- What are their emotional payoffs?

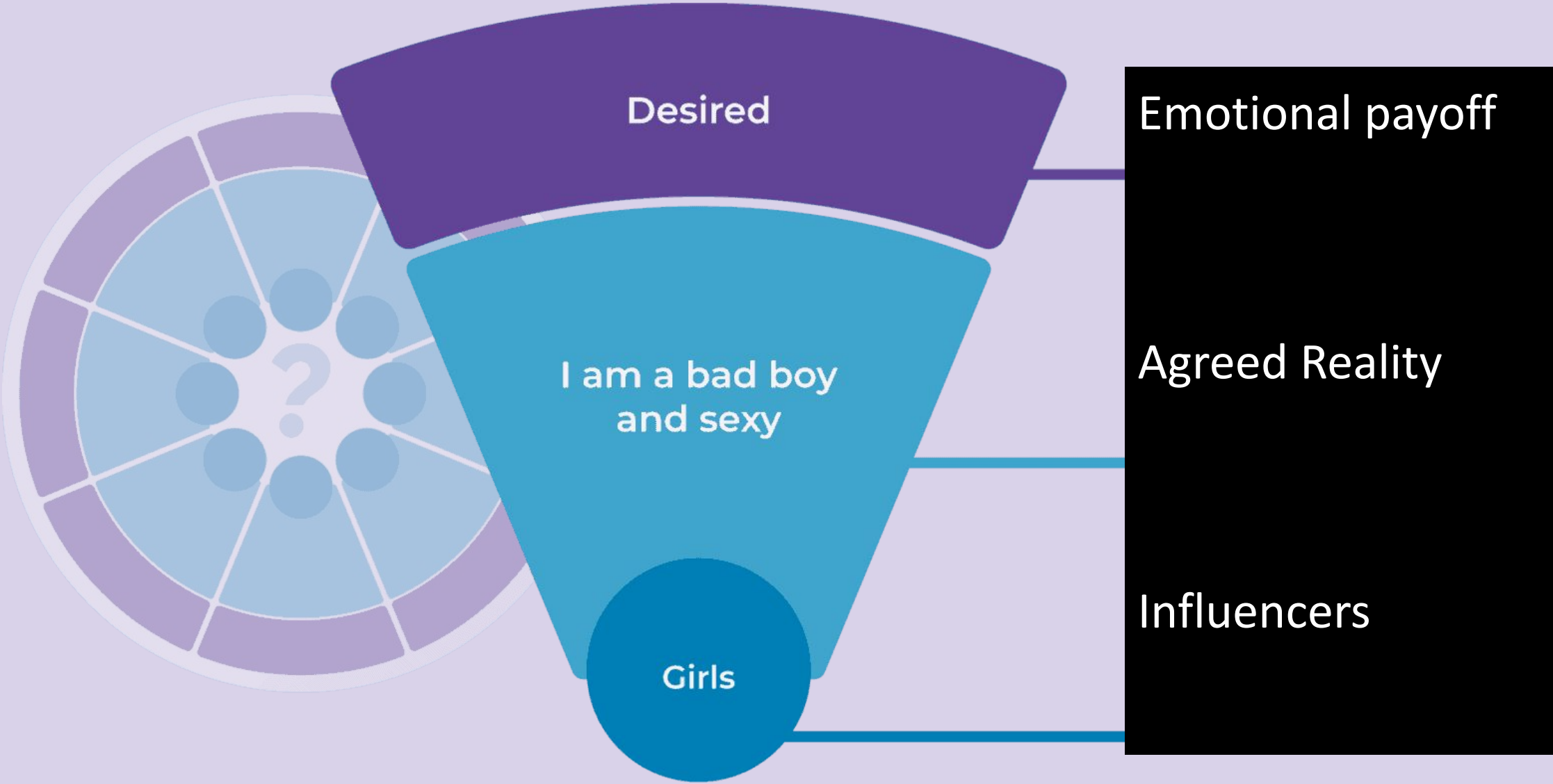Select one person to present the findings back in the group.

Target Audience Statement

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

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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.
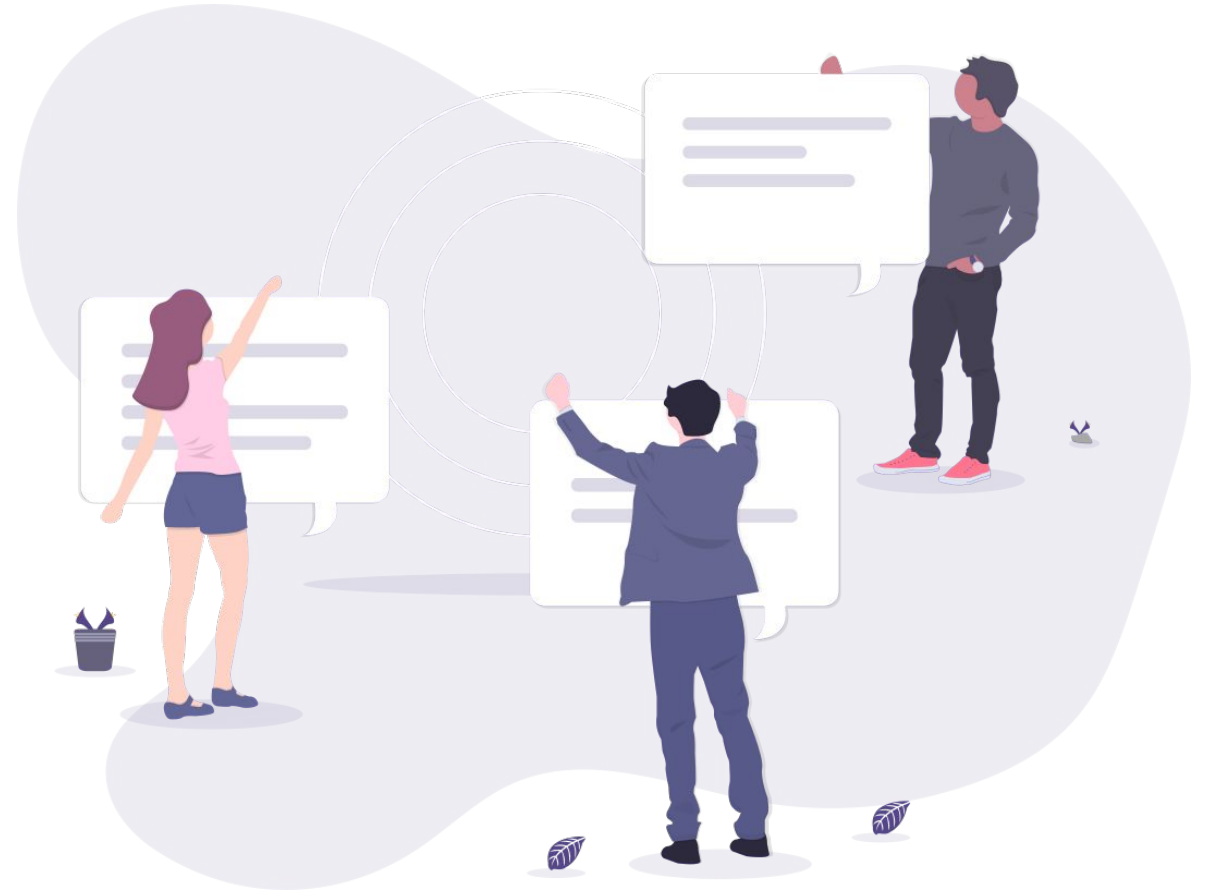
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QUESTIONS

REFLECTION

Go to **menti.com**, enter the code [6342908] and answer the following question:

What is your key takeaway from this session?

ASSIGNMENT
Develop your map

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Thank you!