

TARGET AUDIENCES



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Let's break the ice.





Target Audiences

Persuasive Aims

Story

Creative Formats

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.



UNDERSTANDING WHAT PEOPLE BELIEVE AND WHY THEY BELIEVE IT

Do you know who your target audience is?

How much do you take your target audience into consideration?

Before you tell them your story, do you know what they believe about the subject you're writing about?

- a. Identifying your target audience
- b. Figuring out what they believe and
- c. Why they believe that.

This way you can tailor what you're making to speak specifically to a certain group and maximise its effectiveness.



REFLECTION

How do you define your target audience?

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



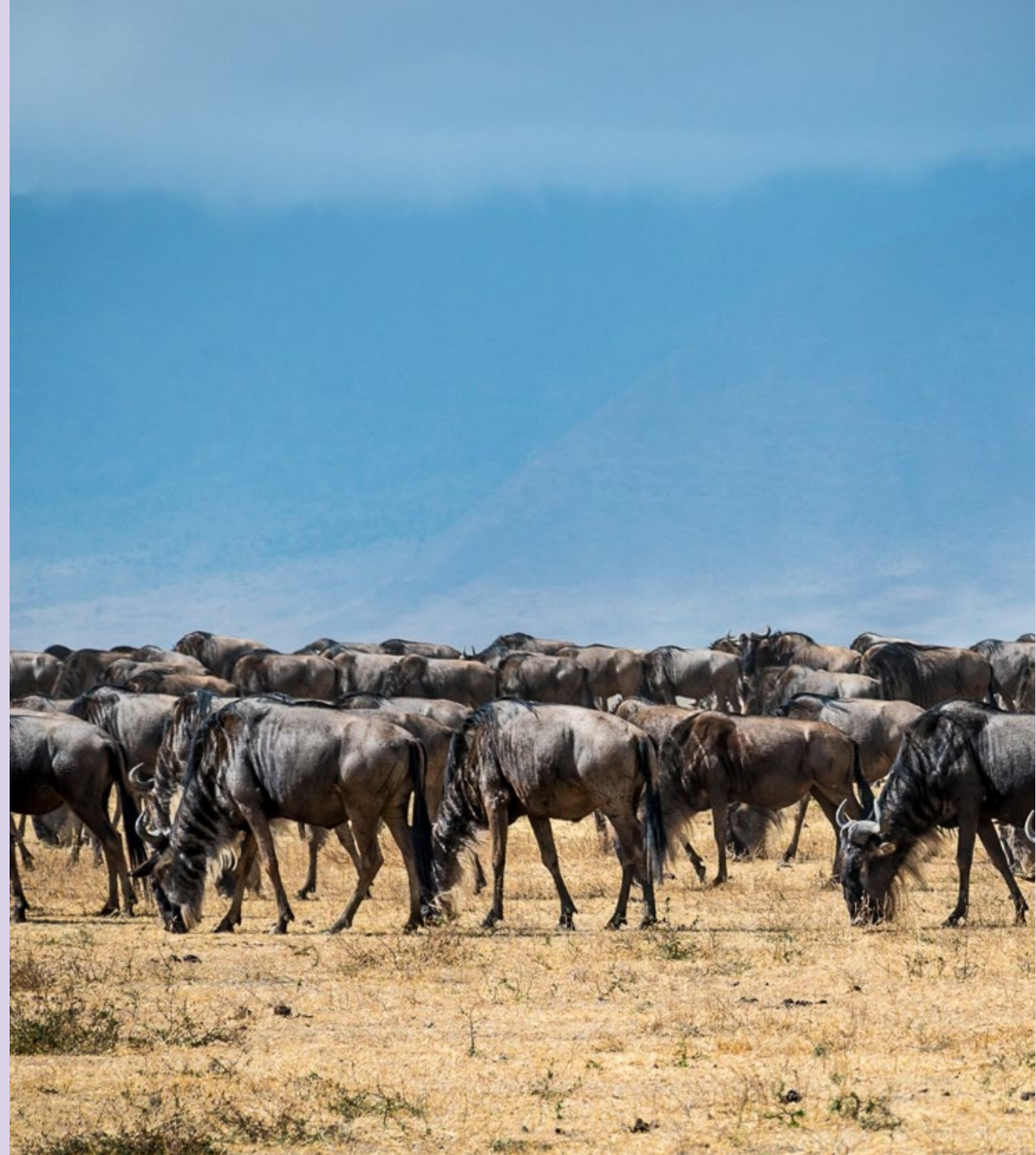


Define Your Target Audience

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





Hyper-Segmented Target Audiences

Influencers
Agreed Realities
Emotional Appeals

QUESTIONS



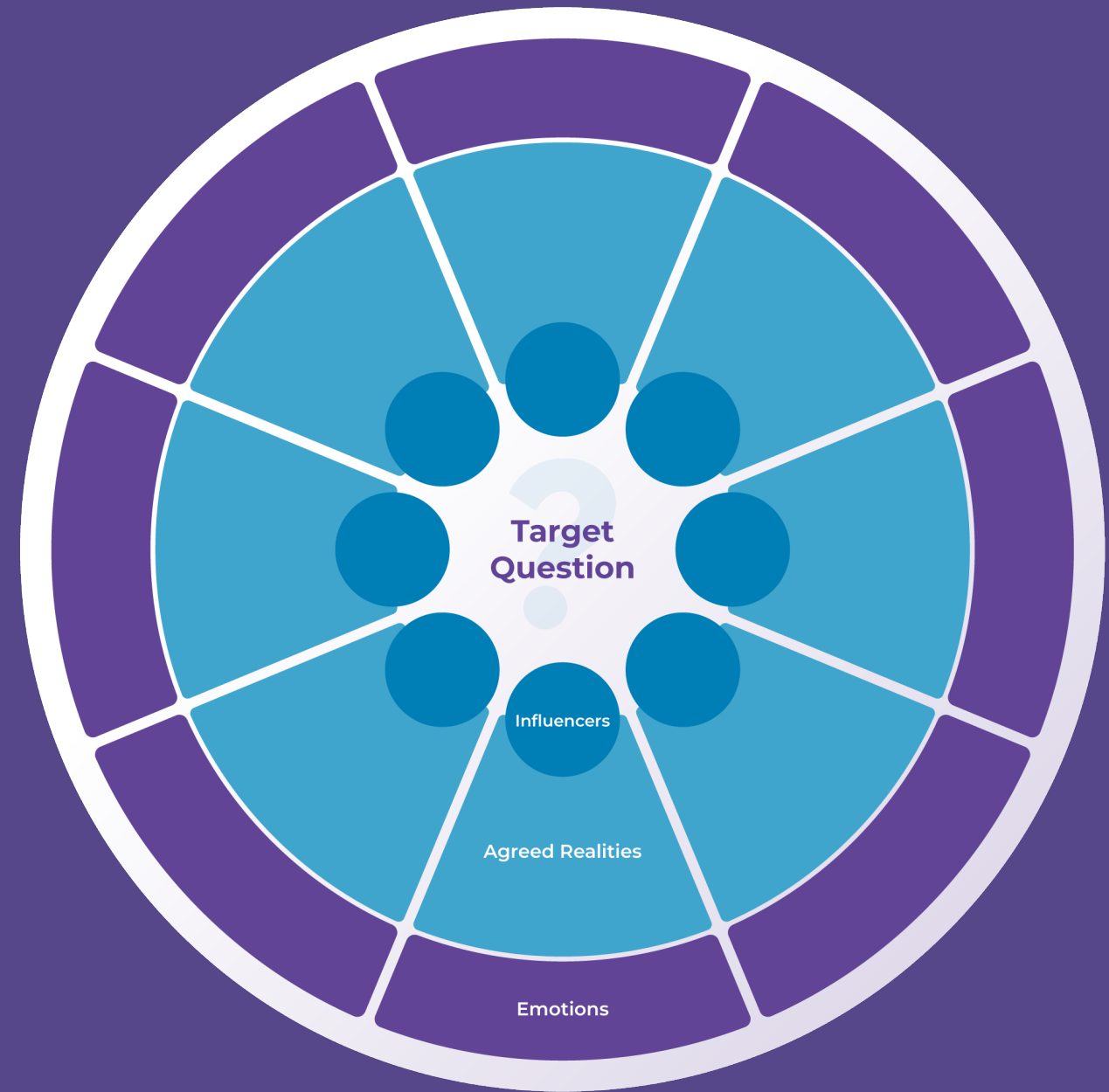


STEP BY STEP

Target Audience
Mapping

Target Questions

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





Why ✓

Community ✓

Freely Chosen Behaviour ✓

Why do subsistence farmers in Southern Africa plant water hungry maize as their main crop?

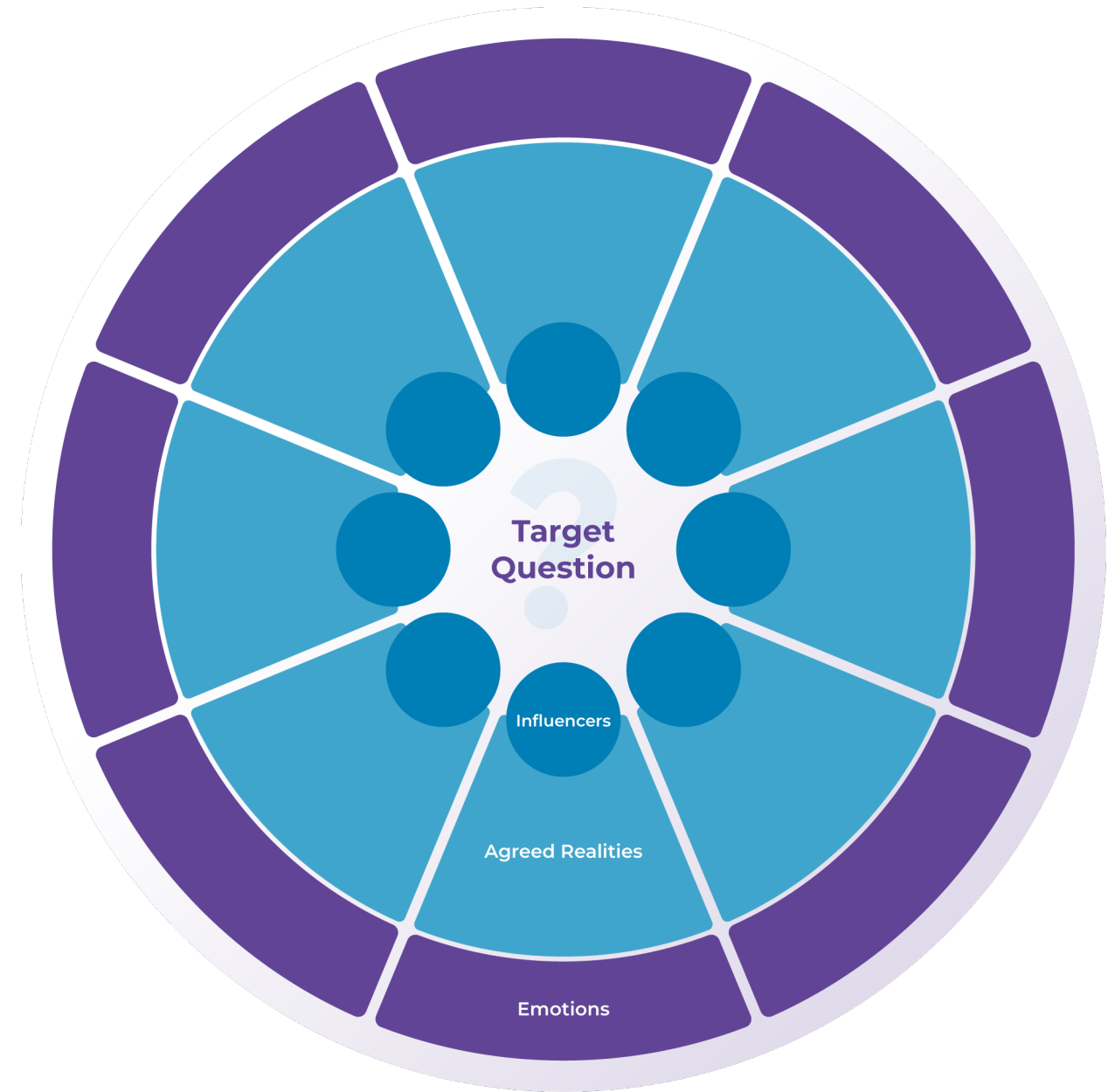
Why do Icelanders shoot endangered polar bears on sight?

Why do high school students in Brazil not join climate strikes?



Example:

Why do some young men start smoking cigarettes?



Why do...

1. People in Europe 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?

Influencers

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





REFLECTION

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

- Split into groups to map the film about skin bleaching and determine a target audience question.
- Once you have a target question, complete the target audience map in which you identify influencers of your target audience, their agreed realities and their emotional appeals.
- Select one person to present the findings back in the group.



VICE

rntc

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 group.





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



ASSIGNMENT

Develop your map





REFLECTION

What is your key
takeaway from this
session?



Thank you!