DIGITAL CONTENT CREATION

Day 1: Target Audience

rntc media training centre

Meet the trainer

Hennah Draaibaar
Suriname

rntc

Mapping connections

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.

rntc

Digital Content Creation

WEEK 1

*During this week we will go over the **basics** of out content creation of **our methodology**. From understanding audiences to creating a storytelling strategy and giving the content a visual identity, this week focuses on building strong **foundations** for the creative process*

WEEK 2

*This week we focus on **podcasting and video making.** We dive into theory always through practice and learn the different **types of content** we can create, **explore creative formats** and **plan** for the **production** week.*

WEEK 3

*This last week focuses on **producing and editing content**.*

- *1 Video*
- *1 Podcast*
- *1 Blog*

*These are the expected outcomes of this course. **Post-production, feedback, and publishing** will be center of this week's activities.*

rntc

GROUP EXERCISE
Self-evaluation

Take a moment to evaluate yourself in the skills needed for content creation.

Click on this link and fill in the self-evaluation

Week 1

Target Audiences

Persuasive Aims

Story

Creative Formats

Visual Design

What are we doing here?

Target Audiences

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

Target Audiences

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

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

Broad Target Audiences

Demographic & Geographic

rntc

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

rntc

Hyper-Segmented Target Audiences

Influencers / Role models
Agreed Realities
Emotional Appeals

rntc

Persona

Age: 12-15
Gender: Female
Location: Big City
Ethnicity: Ghanaian
Religion: Christian
Education: High School
Income: Low

rntc

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.

rntc

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.

rntc

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
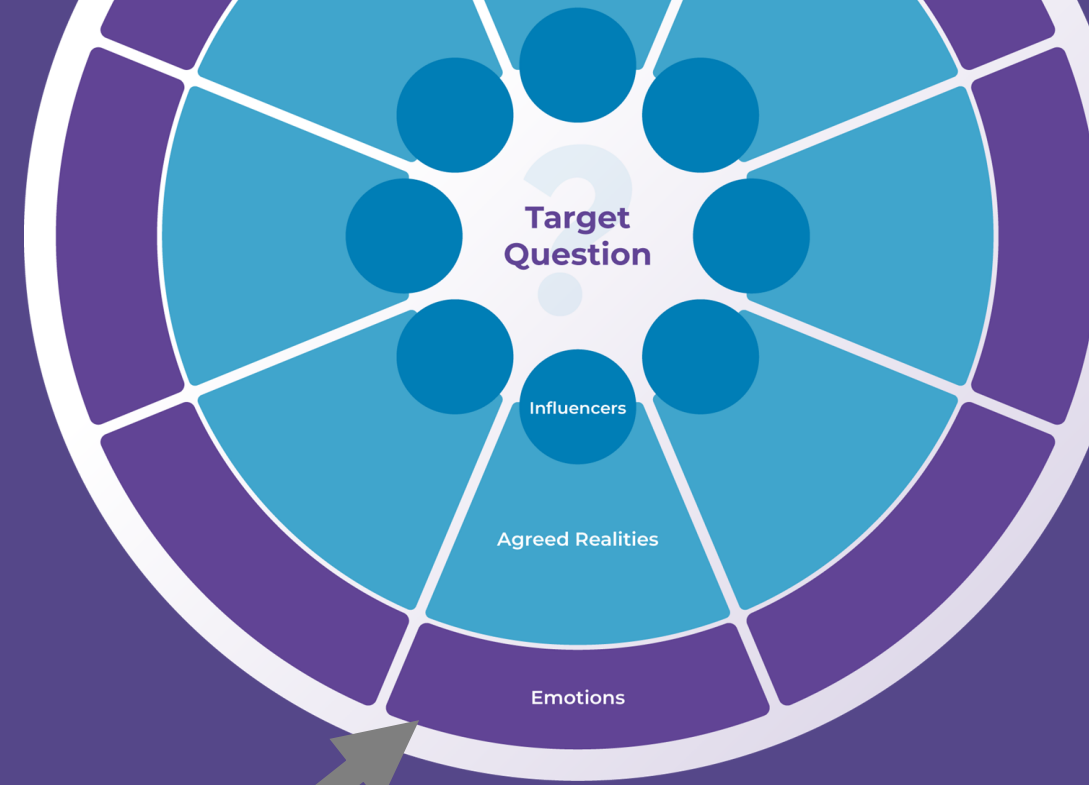› Participation

rntc

QUESTIONS

STEP BY STEP

Target Audience
Mapping

rntc

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**.

Target Question

Influencers

Agreed Realities

Emotions

rntc

Example:

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

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.
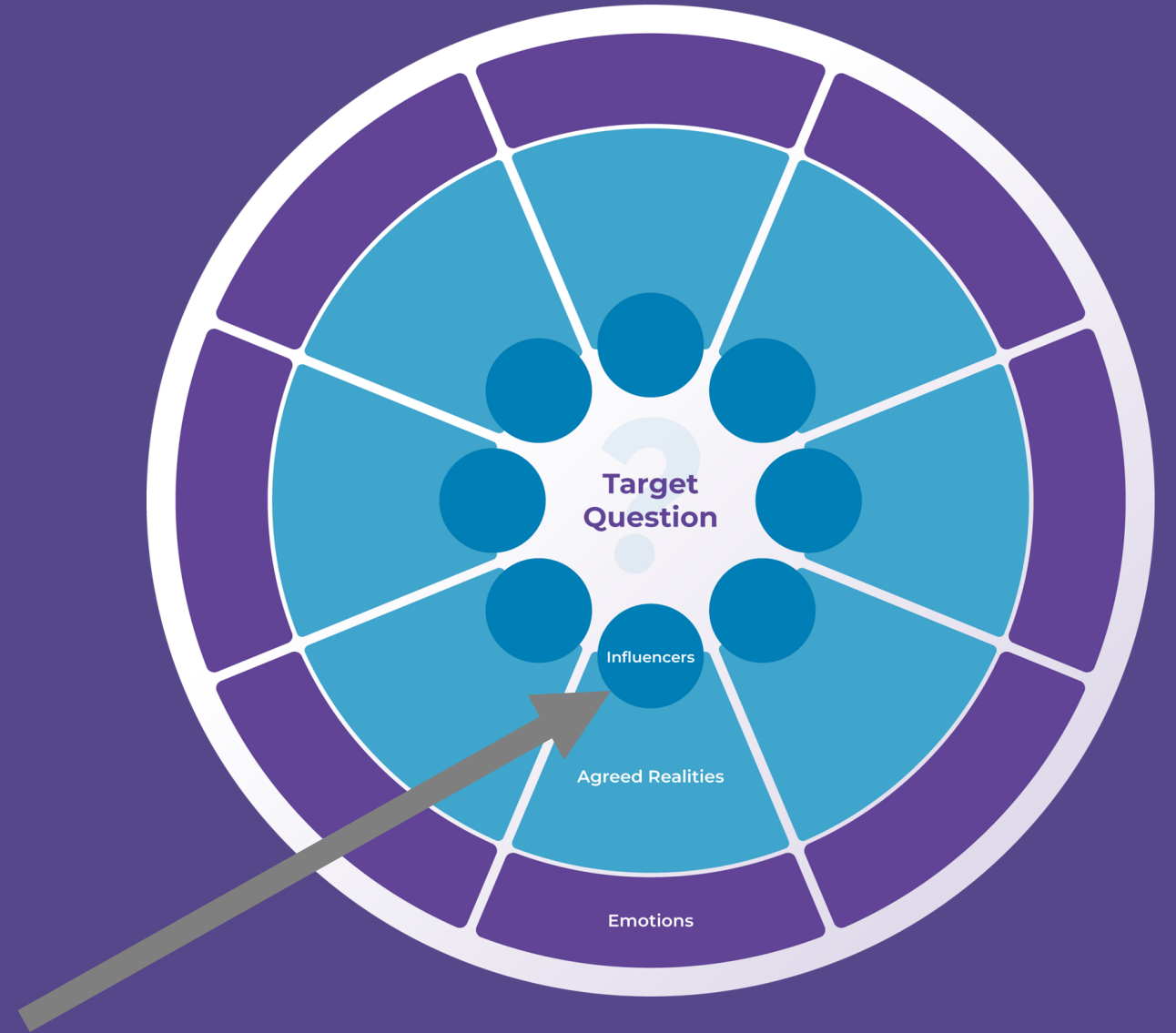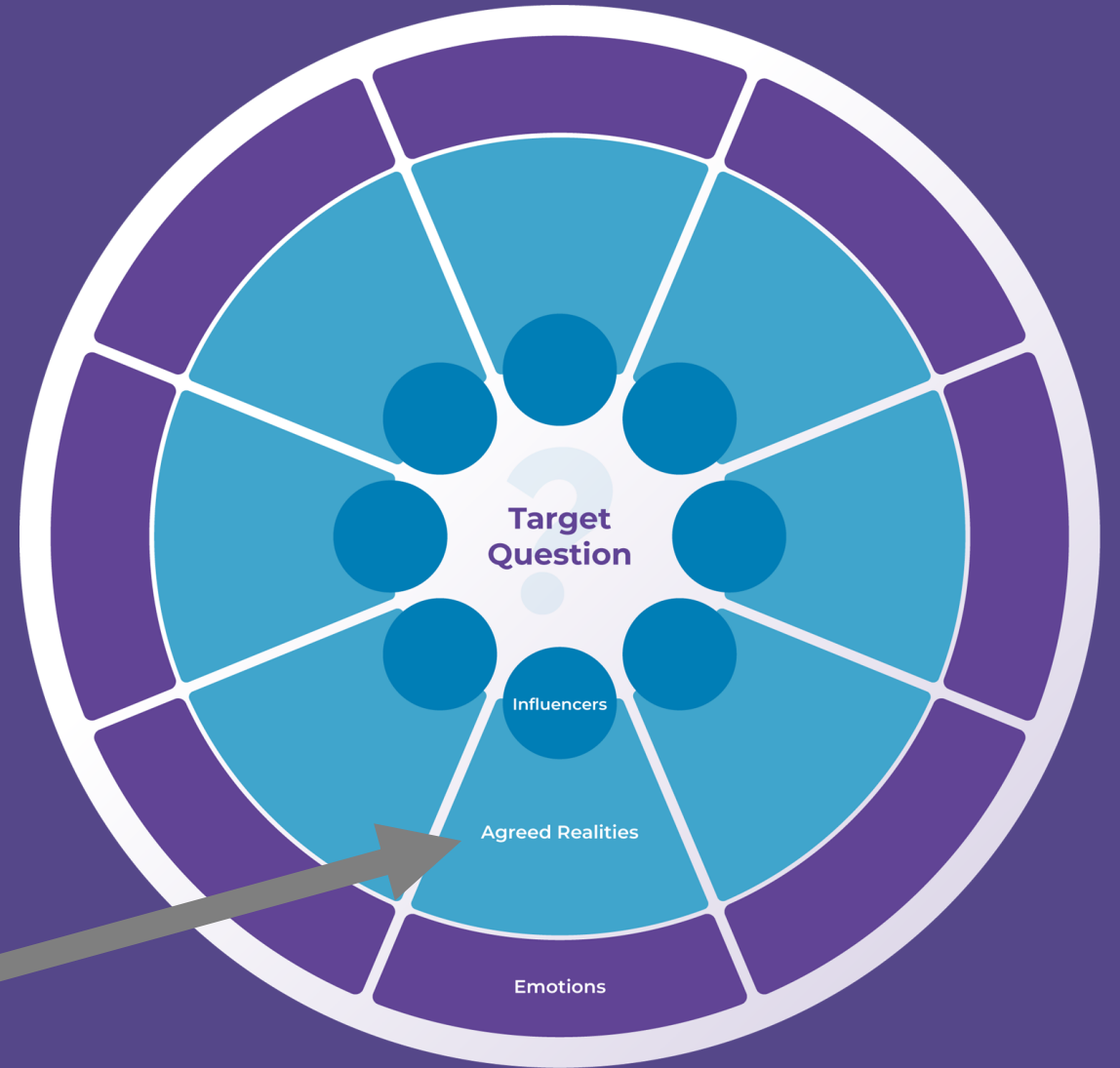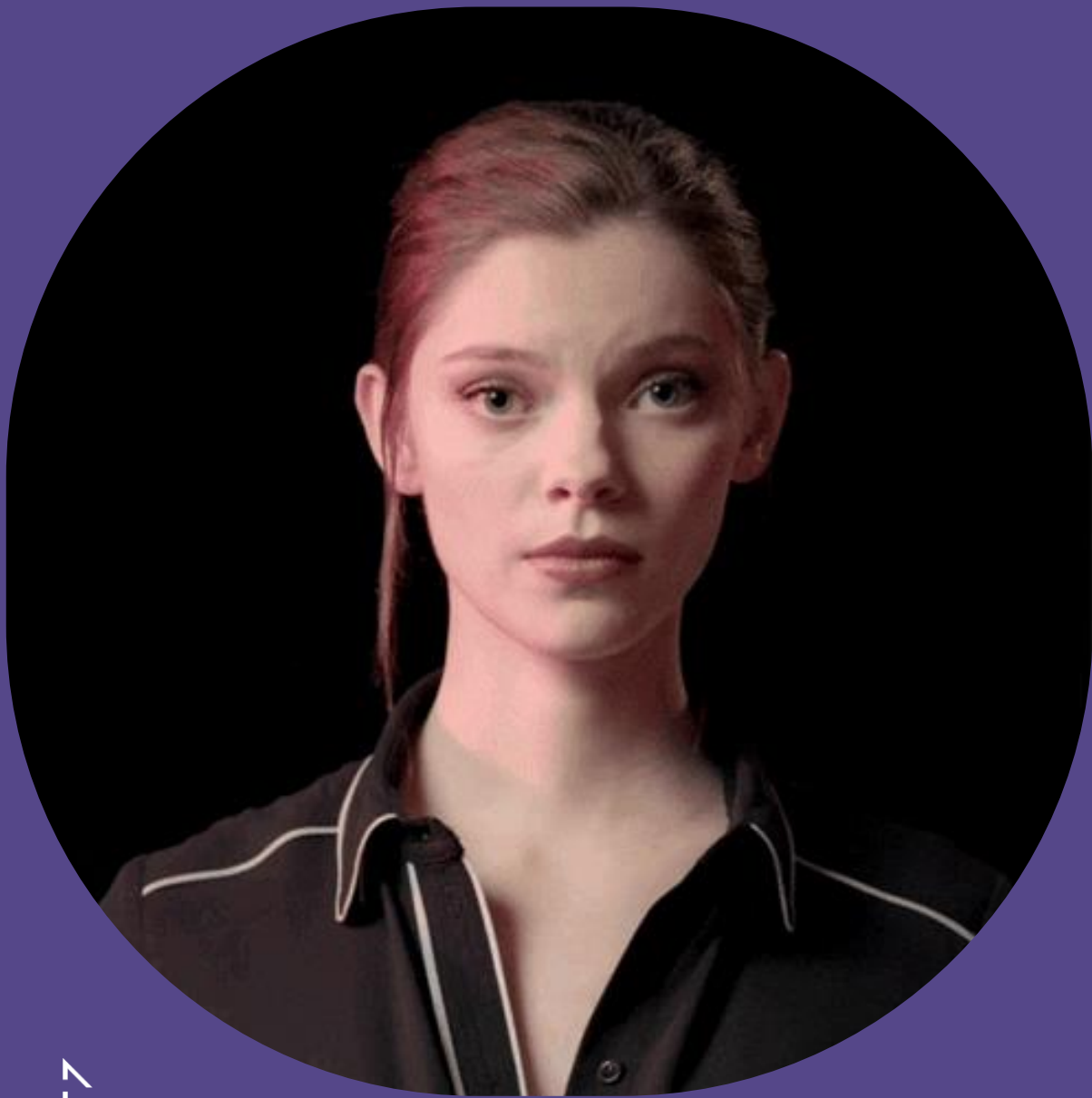
REFLECTION

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

rntc

Step 3: Spot the Agreed Reality

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

Target Question

Influencers

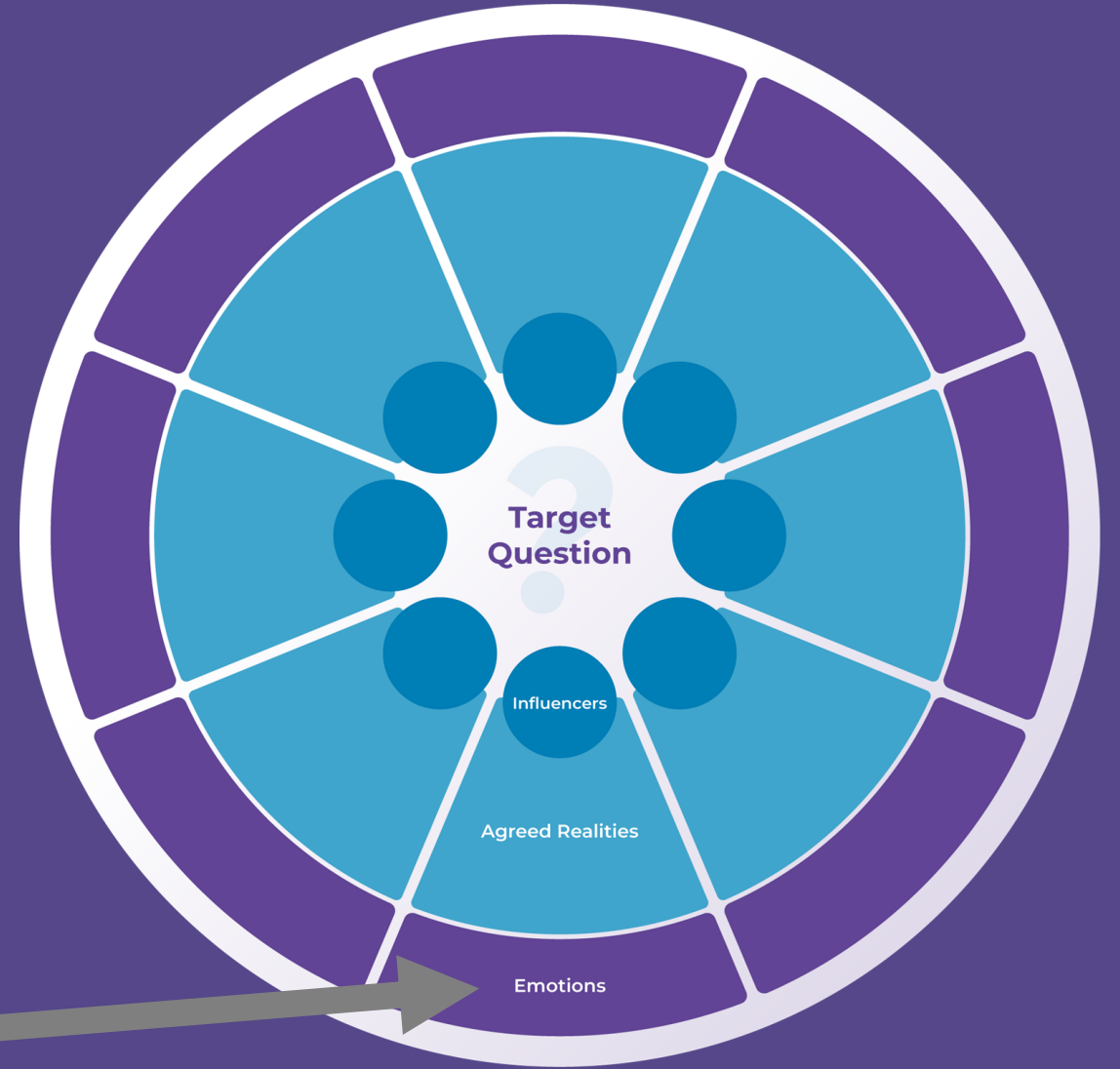Agreed Realities

Emotions

rntc

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

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

rntc

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.

- Formulate a complete target audience statement.

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

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?
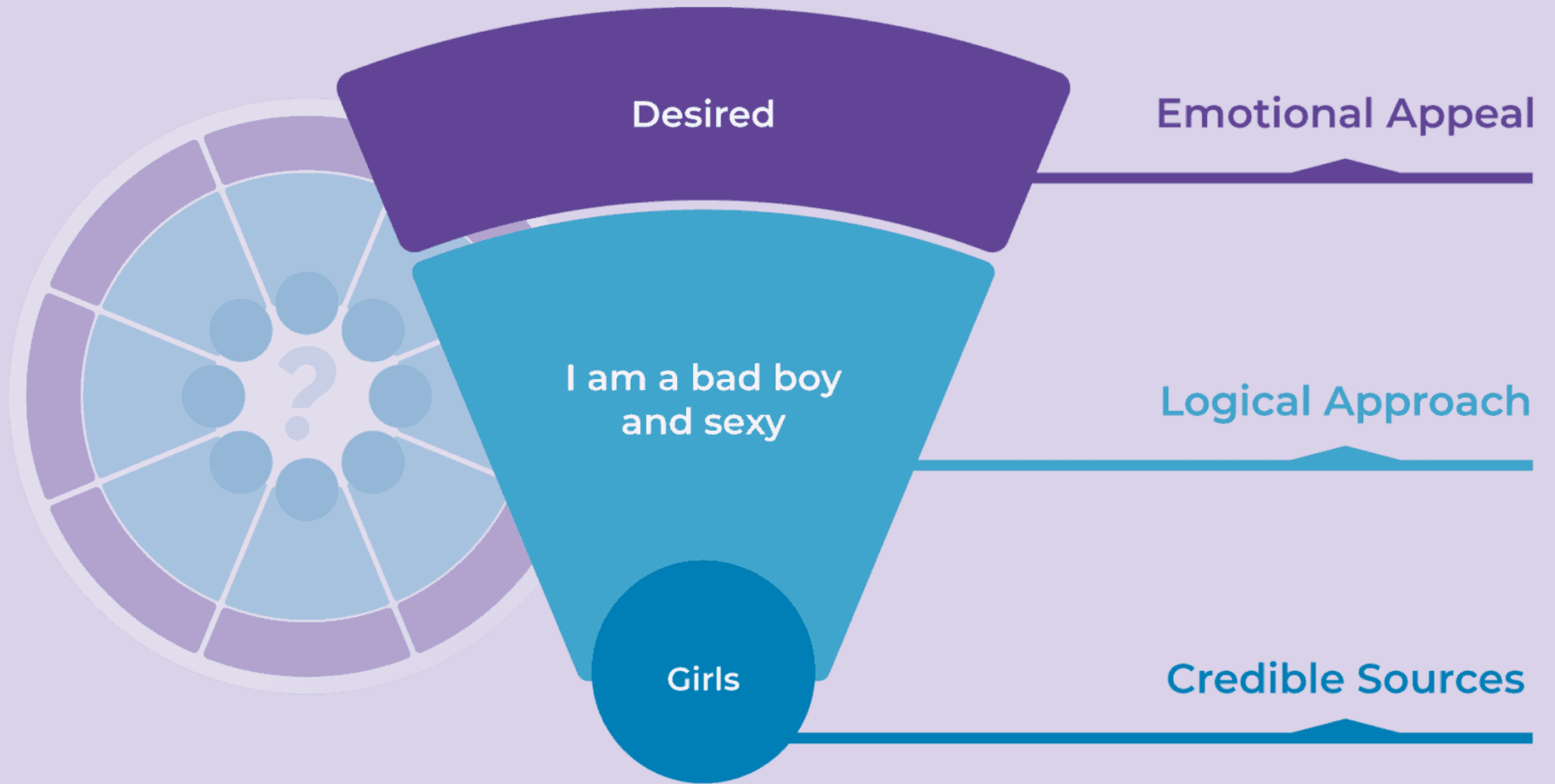- What are their emotional payoffs?

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.

rntc

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.

rntc

QUESTIONS

Target Audience
INDIVIDUAL ASSIGNMENT

Develop your map

rntc

Creative assignment

Using your phone, make a video to introduce yourself in a creative way. (30 seconds)

rntc

REFLECTION

What is your key takeaway from this session?

Thank you!

*homework!

rntc
media
training
centre