



MEDIA CAMPAIGNS FOR SOCIAL CHANGE

DAY 1: Welcome & Core Theory 1:
Target Audiences

Faten Bushehri

- Storyteller & Filmmaker with a journalism background.
- TV & Film Producer and director, & casting director for commercials.
- There is no stupid question. There is no wrong answer.



Let's break the ice.





OUR CORE THEORY

TARGET AUDIENCES

PERSUASIVE AIMS

STORYTELLING

CREATIVE FORMATS

AGENDA DAY 1: TARGET AUDIENCES



5-6 hours
1 hour lunch break
1 hour assignment

Introduction to Core Theory

Broad & Segmented Target
Audiences

Creating a Persona

Step-by Step Mapping

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.



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 and structure, content, down to the words and language you use to describe what you do.

Broad Target Audiences

Demographic & Geographic



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





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



Ama Kofi

Think, see, hear & do

- She **feels** a strong sense of community and support from her church and school, where she seeks encouragement to pursue her dreams.
- She actively **participates** in extracurricular activities and enjoys spending time with her friends.
- Ama **listens** to her teachers and mentors, valuing their guidance and wisdom.



Persona: Ama Kofi

Values, grievances,
interests and needs

Values:
resilience,
ambition,
faith.

Grievances:
financial,
educational,
socio-
economic.

Interests:
journalism,
community,
personal
growth.



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



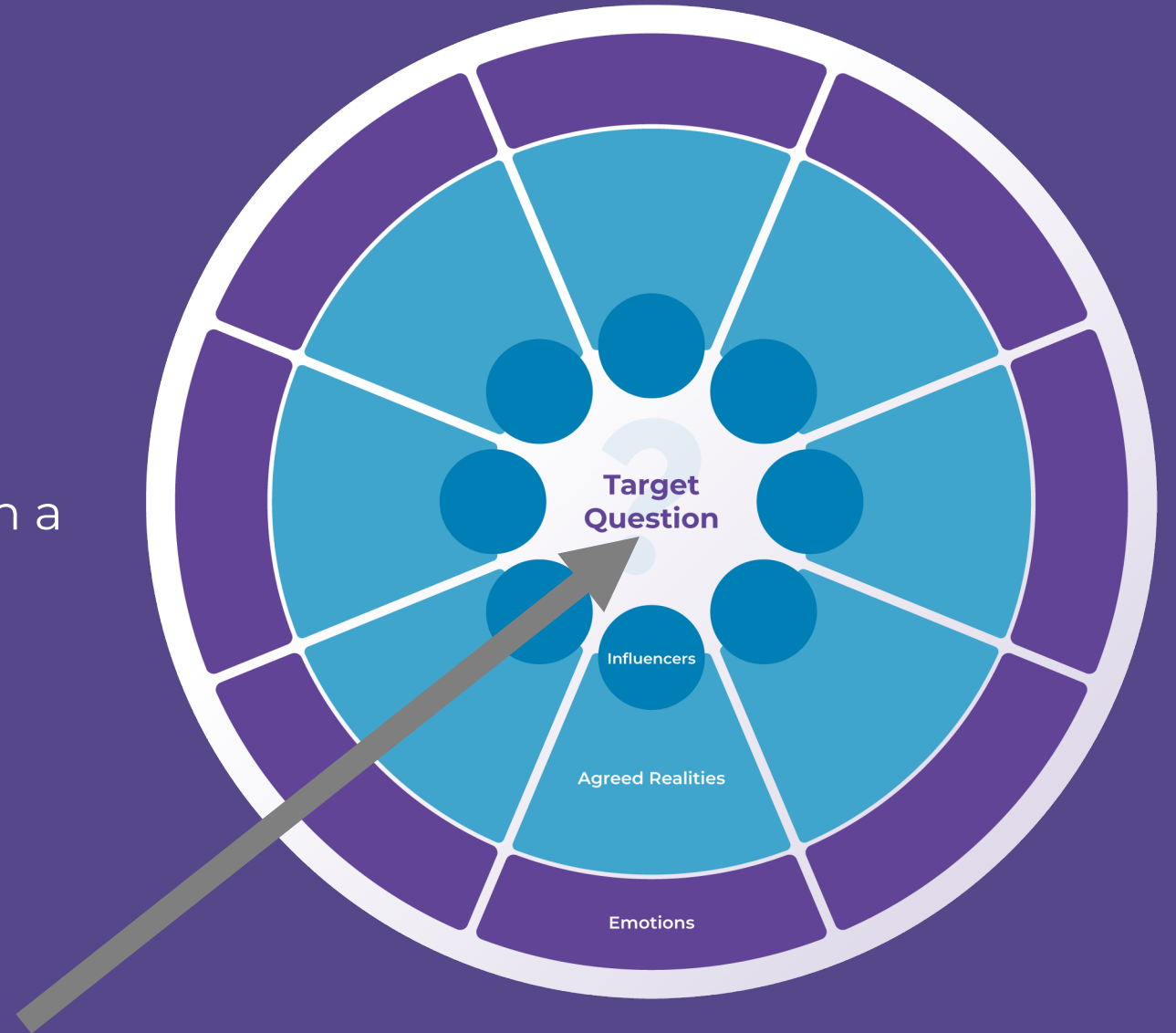


STEP-BY-STEP

Target Audience
Mapping

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?





GROUP EXERCISE

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?





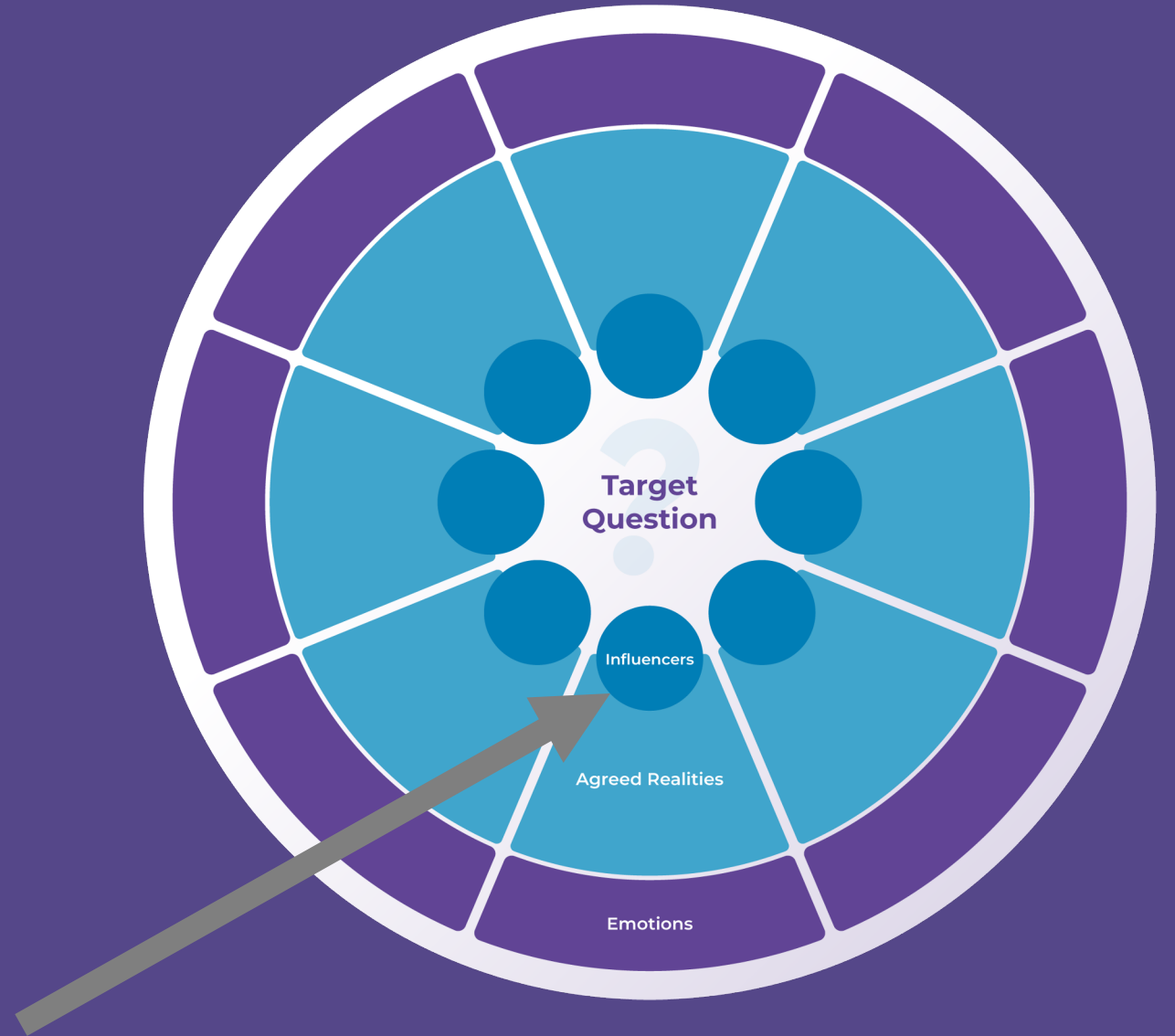
Example:

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



Step 2: Identify the Influencers

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





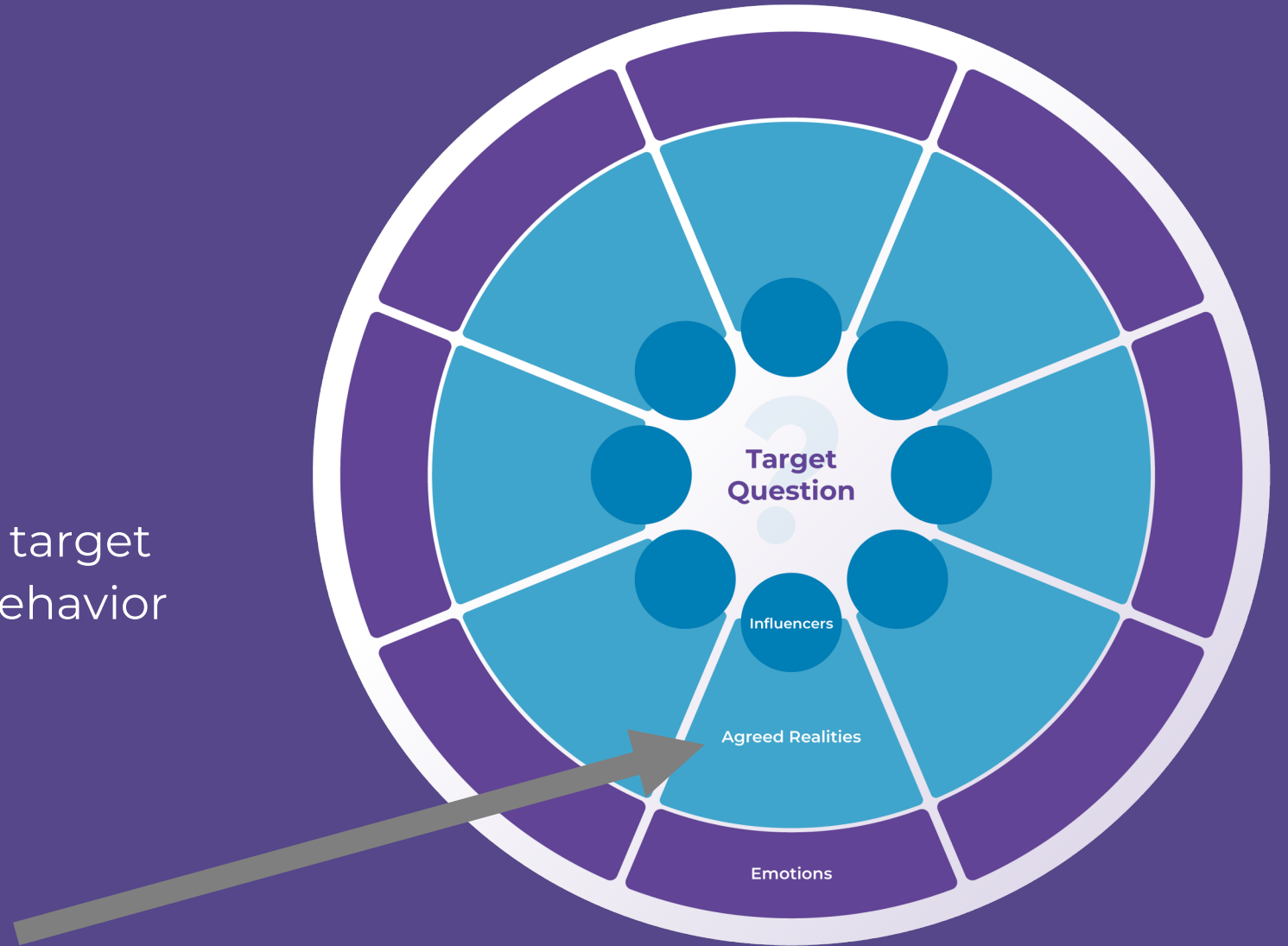
REFLECTION

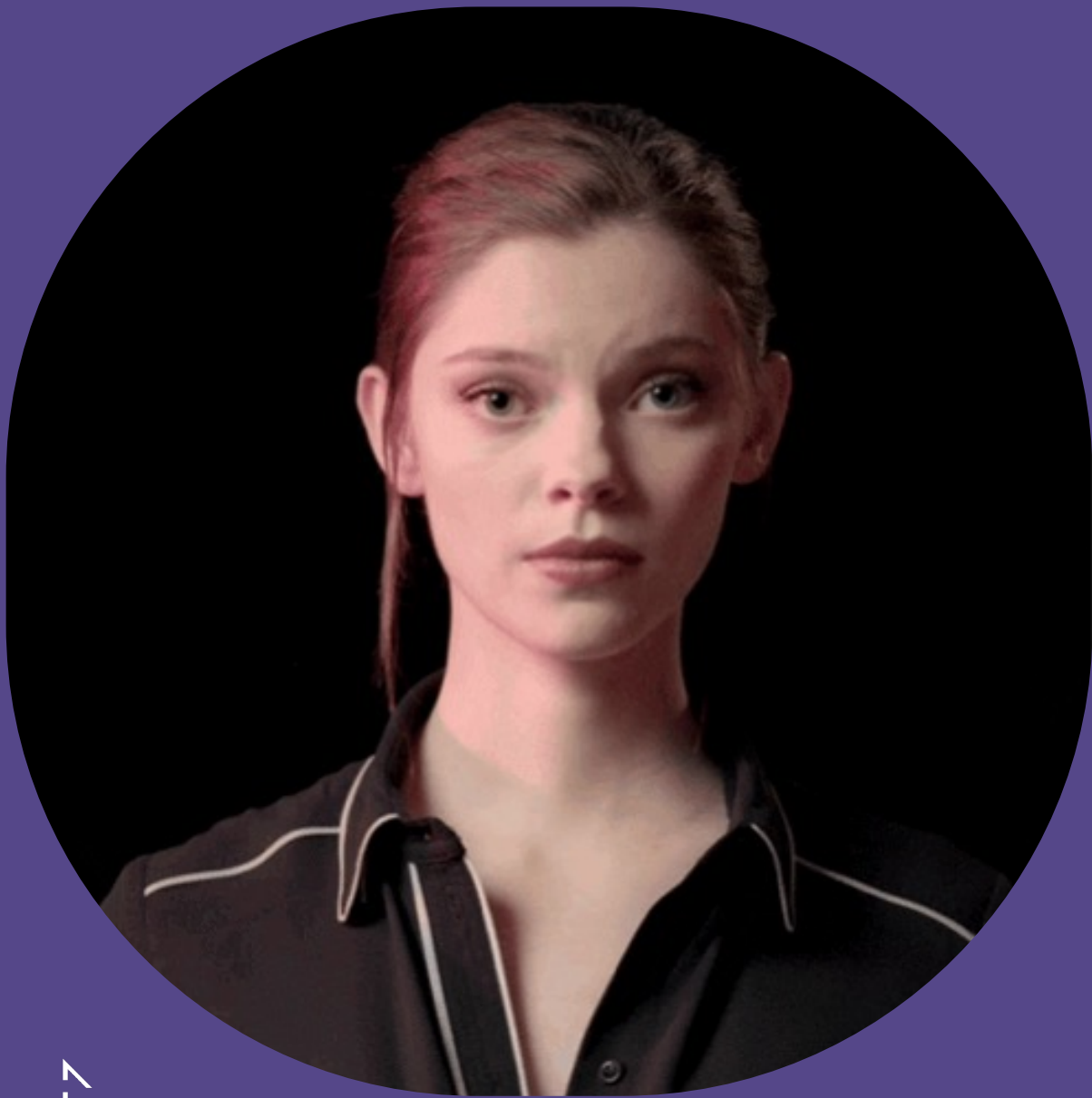
Who or what do you think will influence a young man in his community to start smoking?



Step 3: Spot the Agreed Reality

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







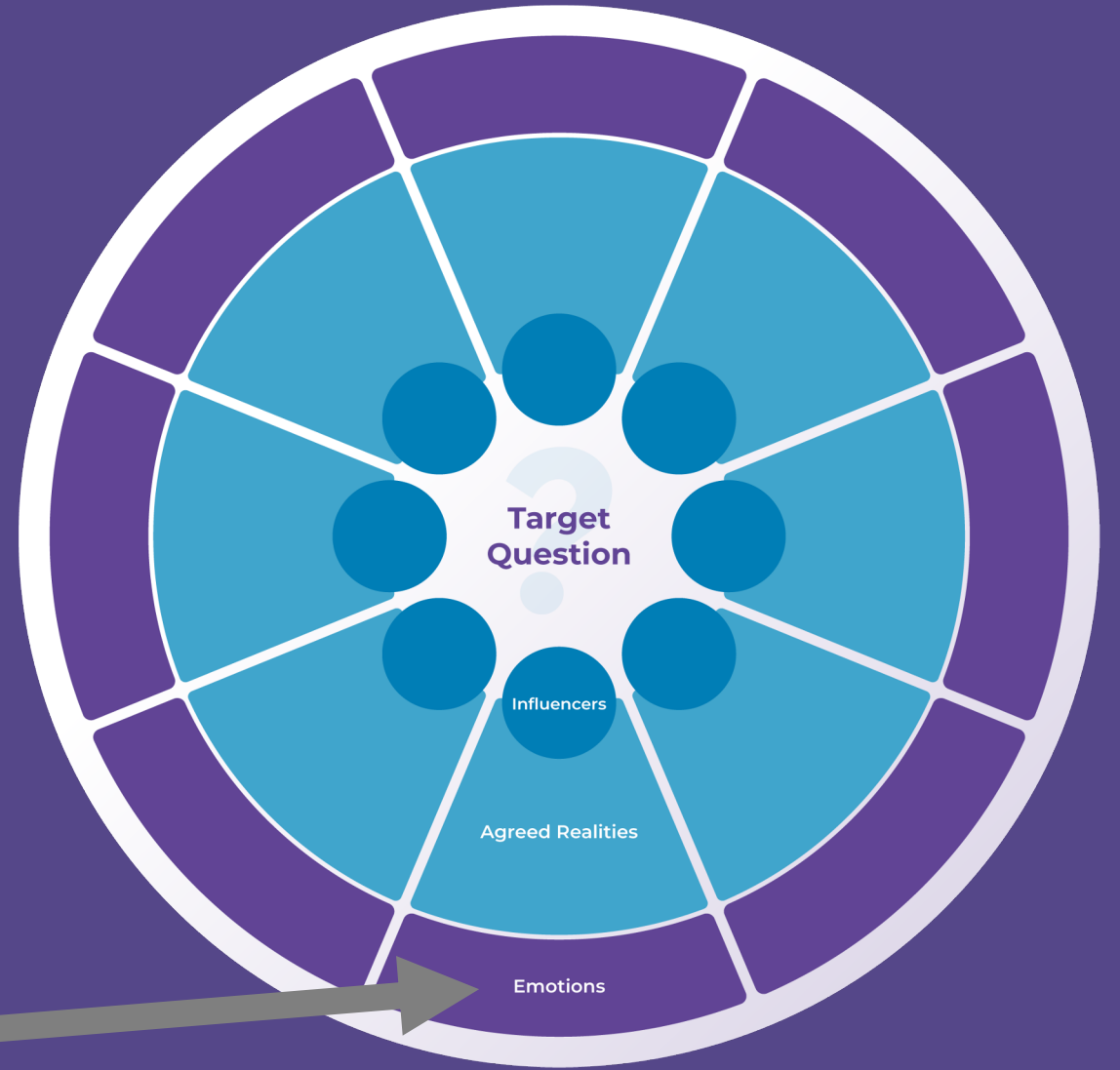
GROUP EXERCISE

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.





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



VICE

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?

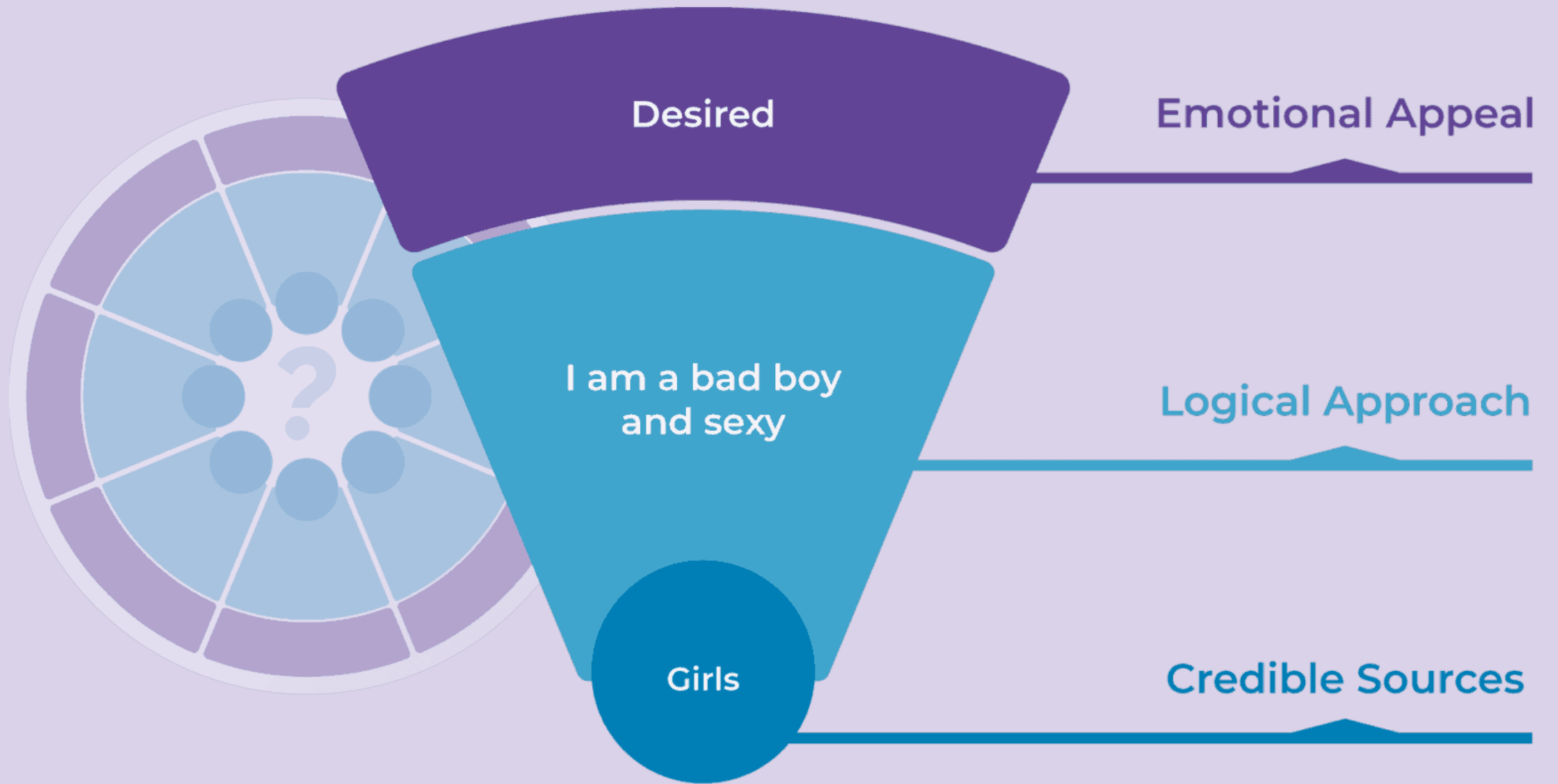
Use social media to help you! Anti-vaxxers *are* very active online.

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.



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.





INDIVIDUAL ASSIGNMENT

Start working on the Target Audience Question. Try it a couple of times and different angles, to see what works best!

QUESTIONS





REFLECTION

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

What is your key takeaway from this session?

A simple line-art icon of a lit lightbulb, with short lines radiating from the top half to represent light or an idea.

REFLECTION

What is your key
takeaway from this
session?



THANK YOU!

Colours & Fonts

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