

Target Audience

Caroline Jones

What is a target audience?

- A specific group of people that your advertisement or message is aimed at...
- Task 1



Demographics

- Statistics about the population based on:
 - age, gender, income, education, occupation, religion, ethnicity, social status, house ownership/rental, marital/civil partnership status, family size, geographic location
 - [National Readership Survey](#) [Office for Statistics](#)

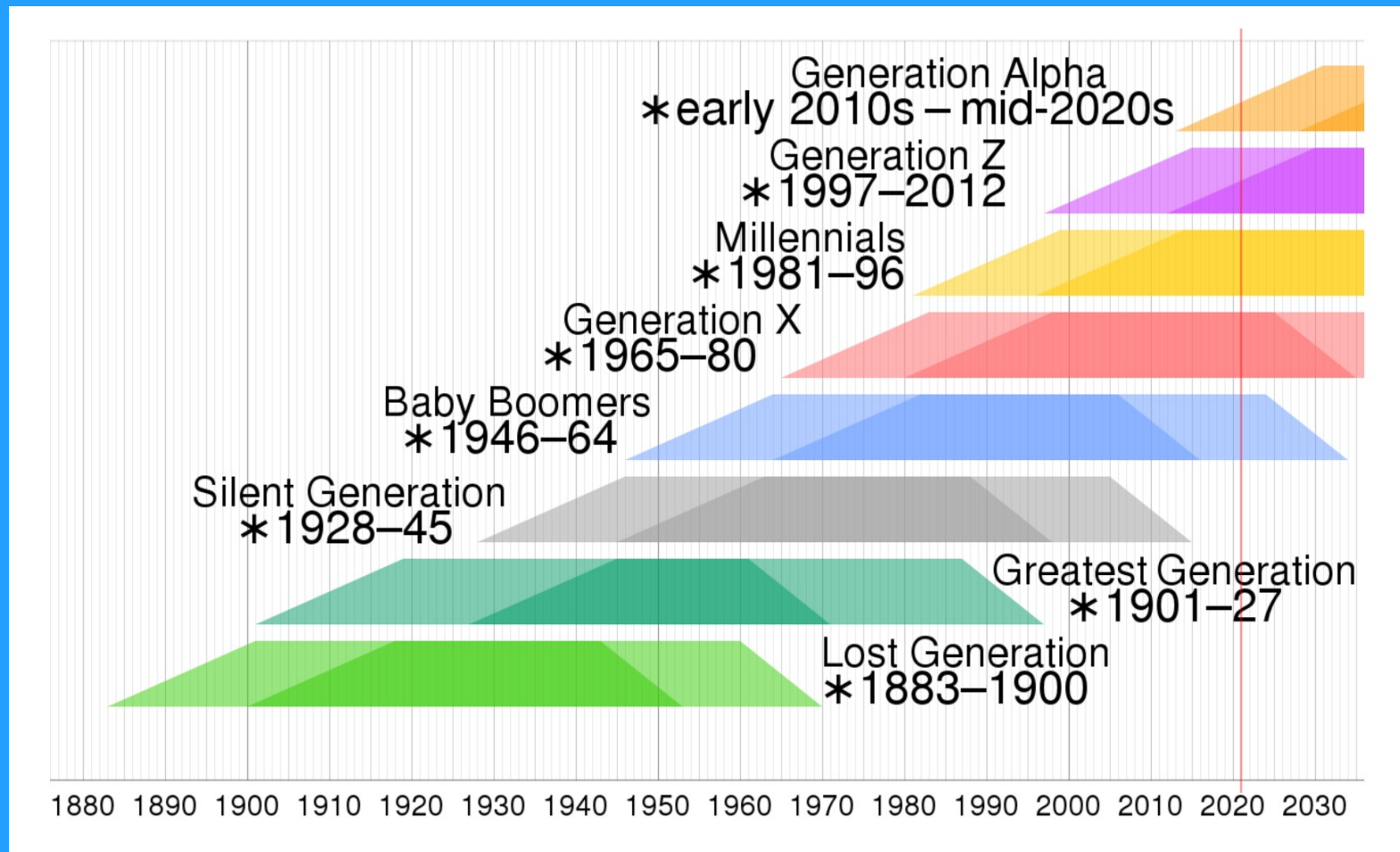
Lifestyle

- Transport:
 - Walk, bus, car, type of car
- Hobbies, groups, interests, clubs, sports
- Holidays:
 - camping, package, adventurer, summer and winter skiing etc
- Entertainment:
 - Cinema, theatre, festivals

Context

- Sexuality, gender fluidity
- Mind-sets, values, beliefs, ideals
 - Environmentally aware, health conscious, free thinkers, spiritual
- Emotions:
 - happy, sad, stressed, fearful
- Generation X, Millennials (Gen Y), Gen Z (Zoomers)

Social Generations of Western World



Likes : Dislikes

- Key influencers, heroes, opinion makers
- Fashion tribes, brand loyalties
 - goths, punks, hipsters, emo
- Pets:
 - cat/dog/goldfish
- Music genres:
 - Rock, jazz, folk, classical, hip hop, Pop, Indie

Media

- Find out about your TA “touch points”
- TV, radio, newspapers, magazines, Internet, Netflix
 - Specifics: Towie, Panorama, HBO, Game of Thrones, Black Mirror
- Apps/Social Media:
 - Facebook, twitter, snapchat, YouTube, Instagram, trending#
- Android/Apple, tablet, laptop
 - Duration, time of day...

Direct Mail

- Task 2

Direct Mail

- Task 3
- Create an A3 mood board for your **ideal customer** with images and description.
 - Image montage: Screengrabs, photographs, brands etc
 - Written description: post it notes or annotations, typical day, likes and dislikes etc



“you are only ever talking to one person”

Dave Trott