

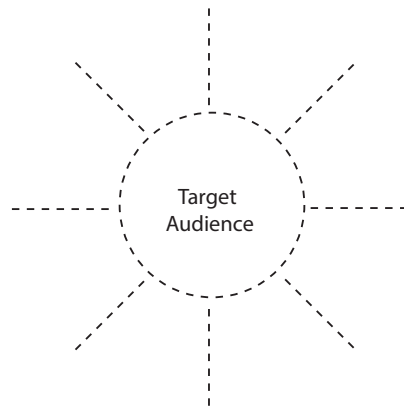
Target Audience

Caroline Jones

What is a target audience?

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





TA can be defined into groups

- Age
- Gender
- Income
- Location
- Interests and many other factors...
demographics... social generations... external
factors and internal factors

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

UK Demographics

Social Grade

Social grade is a classification system based on occupation.

It was developed for use on the NRS, and for over 50 years NRS has been the research industry's source of social grade data.

The classifications are as follows:

		% of population (NRS Jan- Dec 2016)
A	Higher managerial, administrative and professional	4
B	Intermediate managerial, administrative and professional	23
C1	Supervisory, clerical and junior managerial, administrative and professional	28
C2	Skilled manual workers	20
D	Semi-skilled and unskilled manual workers<	15
E	State pensioners, casual and lowest grade workers, unemployed with state benefits only	10

- Creating target audience groups from a number of these demographic parameters can be useful for brands and businesses
 - eg: gender, annual income, without children

@workplace

Brief set by
Workplace by Facebook

In collaboration with
Paula Bloodworth
(Wieden+Kennedy)

The back story

The way we work is changing. People are working more flexibly. Companies are working across different countries. Teams need to engage across oceans, across time zones, and around individuals' needs.

Workplace by Facebook provides the space that brings those needs together and builds community within a company.

It uses familiar features like posts, groups, instant messaging, and video calls so people can work better, smarter and faster together. You can drive employee engagement, boost productivity, and transform your company into a community.

What's the challenge?

There are lots of online working platforms, and they often feel more focused on the tech than the human aspect. But Workplace by Facebook lets you be where you want to be. It works around you. So, how can you show that it's different?

The important stuff

Create a campaign across relevant channels. It must feature Workplace by Facebook and must make the key point that it provides a new way to build community in the workforce.

Take a look at the ways different people work. Some are more productive in the morning; others are night owls. How does Workplace by Facebook facilitate this, while building community into the global workforce?

Show how Workplace enables everyone to work better, together. This is all about how tech can be good for us, rather than isolating us.

You can also consider the *future* of Workplace by Facebook. Where can it go? How might it inform the future of the workplace for the next generation? How would you make this a reality? What could your campaign do to support this?

What to submit and how: Read **Preparing Your Entries** before you get started for full format

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).

global workplace?

Workplace by Facebook takes everything that's amazing about Facebook and makes it work for the workforce. How can you sell it as a collaborative tool that enables its users to make wherever they are their own workplace?

Who are we talking to?

Your target is the bosses (ie. C+ level managers) of large companies who can introduce Workplace by Facebook to employees.

Things to think about

How to reach your audience

Where will you place your comms to reach the right audiences in the right frame of mind? How might you inspire the workforce itself - and how could this influence bosses? (Yes, you're promoting Workplace to C-suite management, but you still need to convince

Related Disciplines

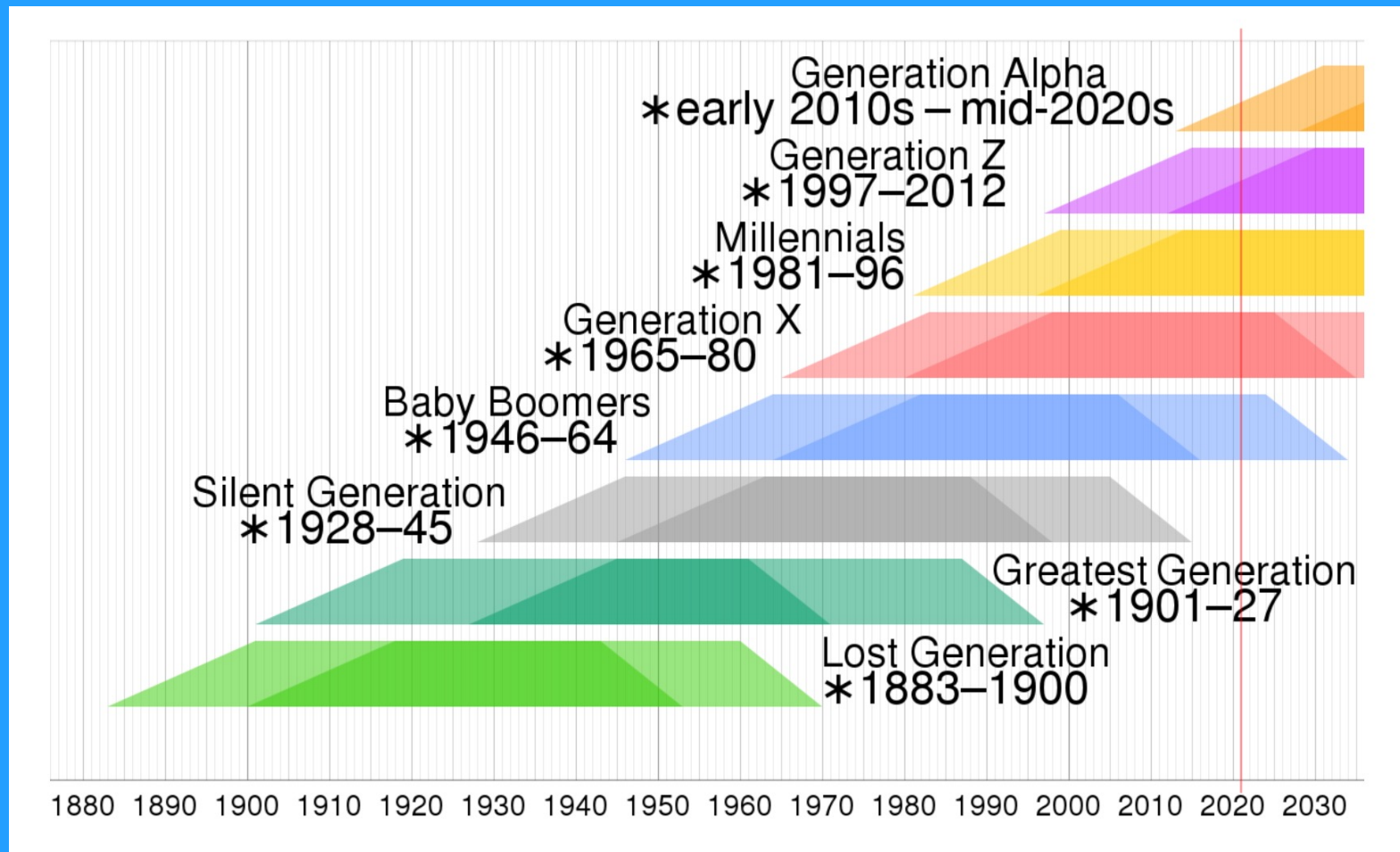
Advertising
Communications
Campaign

Deadline

Demographics Limitations

- Demographics can tell you about the external realities of your target market —
- who is buying and likely prospects for your brand, product or service
- Demographics do not explain why consumers choose certain brands, products or services while rejecting others

Social Generations of Western World



Baby Boomers

- born 1946-64*
- 76 million babies born in America alone
- Countercultural, hippies, feminist movements of the 1960s and 1970s
- Reaching retirement starting in late 2000s

Baby Boomers – Consumers

- At each major life stage increased demand for resources, products, services
- Massive surge in college enrollments as oldest boomers were coming of age

Baby Boomers – Consumers

- Baby boomers now range in age from 57-75yrs
- large amounts of disposable income
 - Travel, Health, Wellness, Pets
- Advertisers have identified baby boomer consumer behaviors eg:
 - Prefer buying products in-store rather than online
 - Place importance on the quality of interactions with brands

Generation X

- born 1965-80*
- Gen X children in the 1970s /80s
- Social change, high divorce rates and increased working mothers
- experienced an analogue and digital world
- Politically, Eastern Bloc countries Gen X experienced the last days of communism

Generation X

- also referred to as the "MTV Generation"
- Influence of many musical genres eg punk, heavy metal
- Film: franchises, mega-sequels
- independent film, part enabled by video tapes
- Home computing and video games for the first time

Millennials

- born 1981-96*
- also known as **Gen Y**
- Came of age around the turn of the millennium
- Information and technology revolution has empowered this group
- 9/11, COVID

Millennials

- "Millennials: Confident. Connected. Open to Change" Pew Research Center report 2007
- Comparatively less civic engagement and lower political interests than any previous group
- Facebook, Twitter, YouTube
- Selfies

Generation Z

- born mid-1990s-2010*
- iGen – digital natives – tech-savvy generation, born during a time of fast-paced digital growth
- strong political views, current affairs, group change
- Snapchat, Instagram, TikTok
- Zoomers, Generation Now!

Generation Alpha

- born 2011-2025*
- Children of millennials
- Gen Alpha is expected to reach two billion in size by 2025...

Social Generations Limitations

- *Generational cutoff points aren't exact nor fully agreed on
- Cuspers – mix of social profiles, generations may overlap by 5-8 years
- Questions over the science of generations, possible misunderstandings of the evidence about the groups their existence, and their purported impact

Target Audience – External

- Demographics – useful for data and information on external factors of your TA
- Social Generations – some similar attributes, common cultural reference points, broadly similar life stages, with corresponding needs for products and services
- These external factors do not always reveal internal reasons for consumers preferences, for this we need psychographics...

Target Audience – Internal

Psychographics information:

- Lifestyle preferences
- Likes and Dislikes

Segmenting consumers by their lifestyle choices, interests and hobbies can provide insights into why consumers choose some brands over others...

- Task 2

Transport

- Mode of transport for regular journeys and commutes. Eg: to and from home/work
- Walk, drive, cycle?
- If car, what type/model?, if cycle, what bike?
etc
- Public transport: train, bus, tube

Transport



Provides insights into daily routines helps consumer segmentation, and reveals opportunities and locations for touchpoints and TA engagement

Hobbies and Interests

- Hobbies, pastimes, groups, clubs
 - Huge communities both online and off, real-world that your TA may already engage with eg: interests as diverse as: chess, gamers, medieval re-enactments, crafters, bird watching...
- Collectors of...
 - Coins, stamps, vinyl records, books, vintage cars, handbags etc

Provides insights into areas that are already of interest and websites/online or offline places/communities/events that they may already interact with

Sport

- Sports, as players or fans:
 - golf, tennis, badminton, football supporter eg:
what Team?



UK 2021

- Top hobbies people living in the UK have started since lockdown because they're good for their health:
 - Walking. Reading. Exercise. Gardening. Cooking. Baking. Swimming. Crosswords.

<https://www.independent.co.uk/life-style/uk-lockdown-new-hobbies-pandemic-b1820506.html>

Wild Swimming

- Wild swimming and the benefits to mental and physical health benefits has seen 287%* surge in popularity since March 2020

*Daffodil Hotel Research



Holidays and Travel

- Holidays:
 - camping, package deals, adventurer, summer sun, winter skiing etc
- Weekend breaks:
 - history, activity, luxury spa
- Exotic travel
 - interest in other cultures, cruise, back packing

Sun and ski

- more than one holiday a year...



Entertainment

- Entertainment:
 - Cinema or Netflix: comedies, action, thrillers, boxsets
 - Theatre: concerts, plays, musicals, opera
 - Festivals: Green Man, Glastonbury etc
 - Nightclubs, Wine bars: concerts

Provides insights into consumers spending and locations and spaces of TA engagement*

*pandemic has curtailed many group events and large indoor gatherings for 2020-21

Likes : Dislikes

- Individual likes and dislikes, there is rarely one size fits all for today's consumers



Key influencers

- Key influencers, instagram:
 - @cristiano @beyonce @leomessi @taylorswift
- Heroes:
 - Nelson Mandela, Steve Jobs, Greta Thunberg
- Political figures, Opinion makers, Social commentators:
 - Simon Reeve, David Attenborough, Germaine Greer

Get to Know who your consumers are listening to and whose opinion they value

Brand Loyalties

- Style tribes:
 - goths, punks, hipsters, emo, scene kids, egirl
- Brand loyalties:
 - Apple, Samsung, Nike, Zara, Dr Martens, Adidas, RayBan, North Face, Hollister, Lush, L'Occitane

Find out about existing brands that your consumers follow

Music

Whilst general info about popular music can be gleaned from **Social Generations**, that doesn't take into consideration individual likes and dislikes

- Music genres:
 - rock, jazz, folk, classical, hip hop, pop, indie, blues, country music, dance music, K-pop, soul, punk, heavy metal, disco, gospel, house music, techno, reggae, grunge, progressive, latin music

Music

- Find out which ones do your TA like?
- As with other **psychographic** categories consumers will most likely enjoy more than one genre but this can still help to segment consumers to focus on

Animal lovers

- Pets: cat/dog/goldfish



Charities – Social Causes

- Social Issues could be of concern for your TA:
 - environment, pollution, inequality, LGBT community, poverty, race relations, crime, mental health crisis

Charities that they may support:

- RSPCA, World Wildlife Fund, Amnesty International, Samaritans, Macmillan Cancer Support, Mind

Context

- Sexuality, gender fluidity
- Mind-sets, values, beliefs, ideals
 - Environmentally aware, health conscious, free thinkers, spiritual
- Emotions:
 - happy, sad, stressed, fearful

Media

- Find out about your TA “touch points”
- TV, radio, newspapers, magazines, Internet, Netflix
 - Specifics: Peaky Blinders, Squid Games
- Apps/Social Media:
 - Facebook, twitter, snapchat, YouTube, Instagram, TikTok
- Android/Apple, tablet, laptop
 - Duration, time of day...

Ideal Consumer Moodboards...

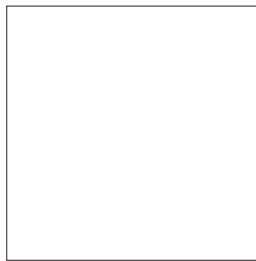
Moodboard Ideal Customer

Name:

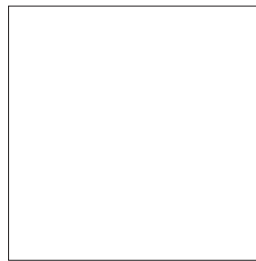
:

:

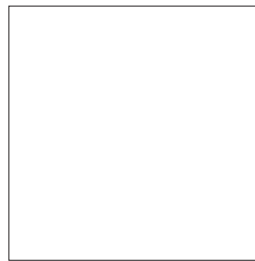
:



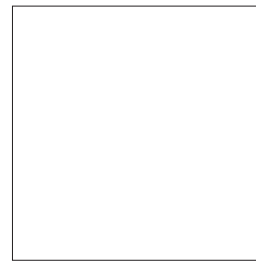
home...



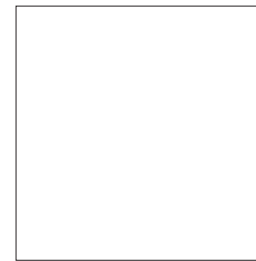
occupation...



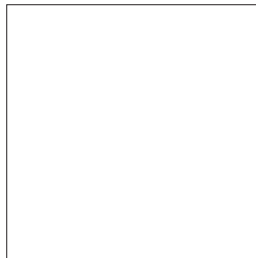
transport...



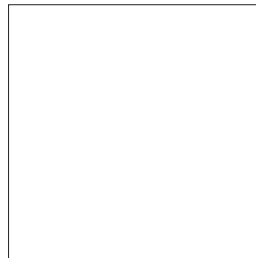
entertainment...



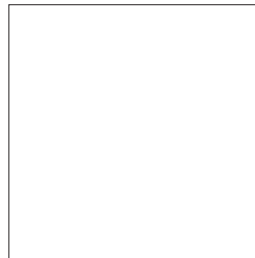
hobbies...



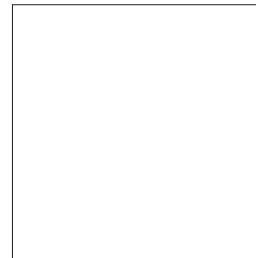
relationship/family...



holidays...



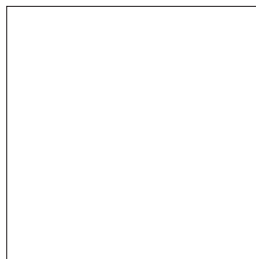
pets...



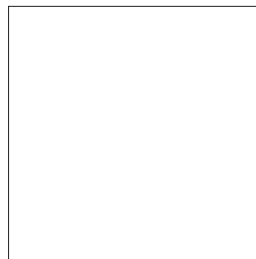
social media...



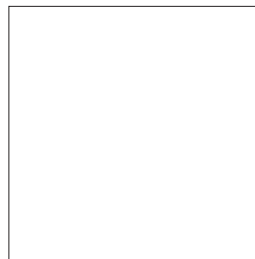
influencers...



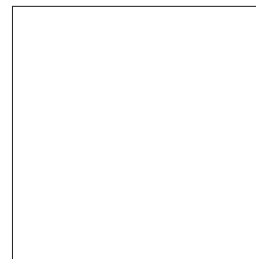
values...



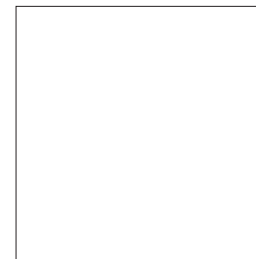
motivation...



...



...



...

Ideal Customer

Moodboard Ideal Customer

Name: Bobby-June Smith Age: 19 Female

Usually lives at home with mum and dad but is currently living in university halls.

Currently studying foundation art at university. Has a part time job at Primark.

Proud of her first car, Audi A1.



Loves listening to music very loudly and singing to the top of her voice. Enjoys tv shows such as The Great British Bake Off.

HipHop dancing and drawing on procreate on her iPad. Also likes collecting new tattoos.

home...

Has a girlfriend. Is very close to her little brother who's 13. Has a good group of friends that she has known since she was very little.

occupation...

Enjoys family holidays to Spain. She enjoys lounging by the pool, reading a good book.

transport...

Has a black cat called Binxs.

entertainment...

Is often on social media apps such as Instagram, TikTok, Twitter, Youtube and Facebook.

hobbies...

Highly influenced by people on YouTube.

media...

dancing, drawing, tattoo and makeup.

influencers...

Early mornings. work, difficult assignments.

Dislikes



Task 3

- Create a visual profile for your **ideal customer** with images and description eg moodboard
 - Image montage: Screengrabs, photographs, brands, influences etc
 - Written description: post it notes or annotations, typical day, etc
- Not “guess” work, but a fusion of all the known demographic, psychographic info (from the client), social generations, shared values with brand etc

Predatory Thinking

- Twitter: @davetrott

It was right next to me.

So to be heard, you have to be in someone's immediate consciousness.

That means in an intimate space.

That means one-to-one.

That means, if you're using mass media, you're only ever talking to one person.

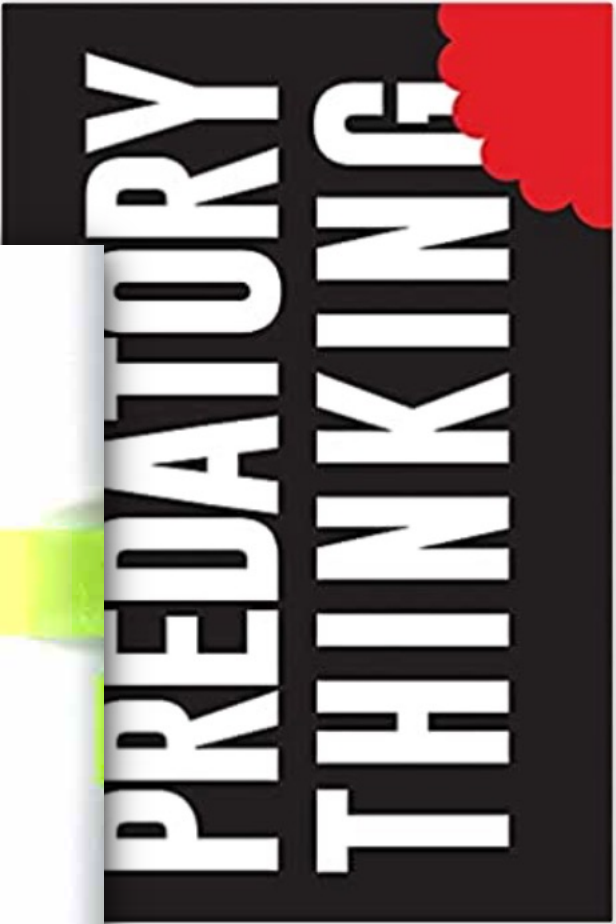
You're never addressing a crowd of thousands of people.

Even if the reach of your communication is in the millions.

You're only ever talking to one person at a time.

This isn't new.

This is how advertising's always worked.



PREDATORY
THINKING

Dave Trott TED X



5.11mins-8.05mins



“you are only ever talking to one person”

Dave Trott