

AUDIENCE UNDERSTANDING

A story that moves one person to tears may leave another rolling their eyes. Different characters, plots, and conflicts resonate with different communities, so it's crucial that you know who it is you're talking to.

- 1** **Make a list of the different groups that you hope to reach.**
 - Depending on the scale of your campaign your audience group could be narrow (the tenants of my building) or broad and based on demographics (e.g. urban millennials) or even culture (e.g. active entertainment fans) - either way audience segmentation is an important step that helps to shape your campaign approach.

- 2** **For each of these segments, fill out the handouts attached.**
 - Maybe you have demographic information to back you up, or maybe you'll need to rely on your best guesses. Either way, this exercise will help you to consider your audience's perspectives and how they may relate to your campaign.