



EXERCISE

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, these segments could be broad (urban millennials) or narrow (the tenants of my apartment building).
- 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 will help you to consider your audience's perspectives and how they may relate to your campaign.



AUDIENCE SEGMENT

AUDIENCE SEGMENT DESCRIPTION

WHERE TO FIND THEM

HOW TO TARGET THEM

RELATIONSHIP
TO US

RELATIONSHIP
TO CAMPAIGN STORY

HOW DOES THIS SEGMENT
CONTRIBUTE TO THE
THEORY OF CHANGE?

HOW DOES THIS SEGMENT
CONTRIBUTE TO LONG-TERM,
SUSTAINABLE GROWTH?

WHAT DOES THIS AUDIENCE THINK ABOUT US?

IS THERE AN BARRIERS THAT WILL DISCOURAGE THEM FROM GIVING THEIR SUPPORT?

HOW DO WE OVERCOME THOSE BARRIERS?

WHAT IS THE POTENTIAL TO CHANGE BEHAVIOUR AND MINDSET?



AUDIENCE: FOUR KEY AREAS

WHO THEY ARE?

- Demographic Information
- Database Analysis
- Contact Information

WHAT DO THEY CARE ABOUT?

- External market research
- Supporter surveys & focus groups
- Past behaviour
- Message testing

WHAT THEY WILL DO FOR THE CAUSE?

- Transactional analysis
- Past behaviour
- Look-a-likes

WHERE DO WE FIND THEM?

- Demographic information
- Location mapping:
per City, per Venue, per Location