

# 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?
- Are there any barriers that will discourage them from giving their support?
- How do we overcome those barriers?
- What is the potential to change behaviour and mindset?