Target audience Definitions & Descriptions

Simple principles to make your targeting more effective.

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Types of definitions

There are many ways in which you can describe the consumers you would like to target. Below are the different lenses with which you can approach the definitions formulation.

DEMOGRAPHIC

Defined by socio-economic characteristic such as age, gender, geographic location, social class, income, etc.

Great for traditional media targeting

Lacks in flavour and thus difficult to create compelling messaging and creatives

ATTITUDINAL

Defined psychographics or interests, such as values, hobbies, communities, etc.

Provides a rich base for creative development.

Can be difficult to target, especially in traditional media.
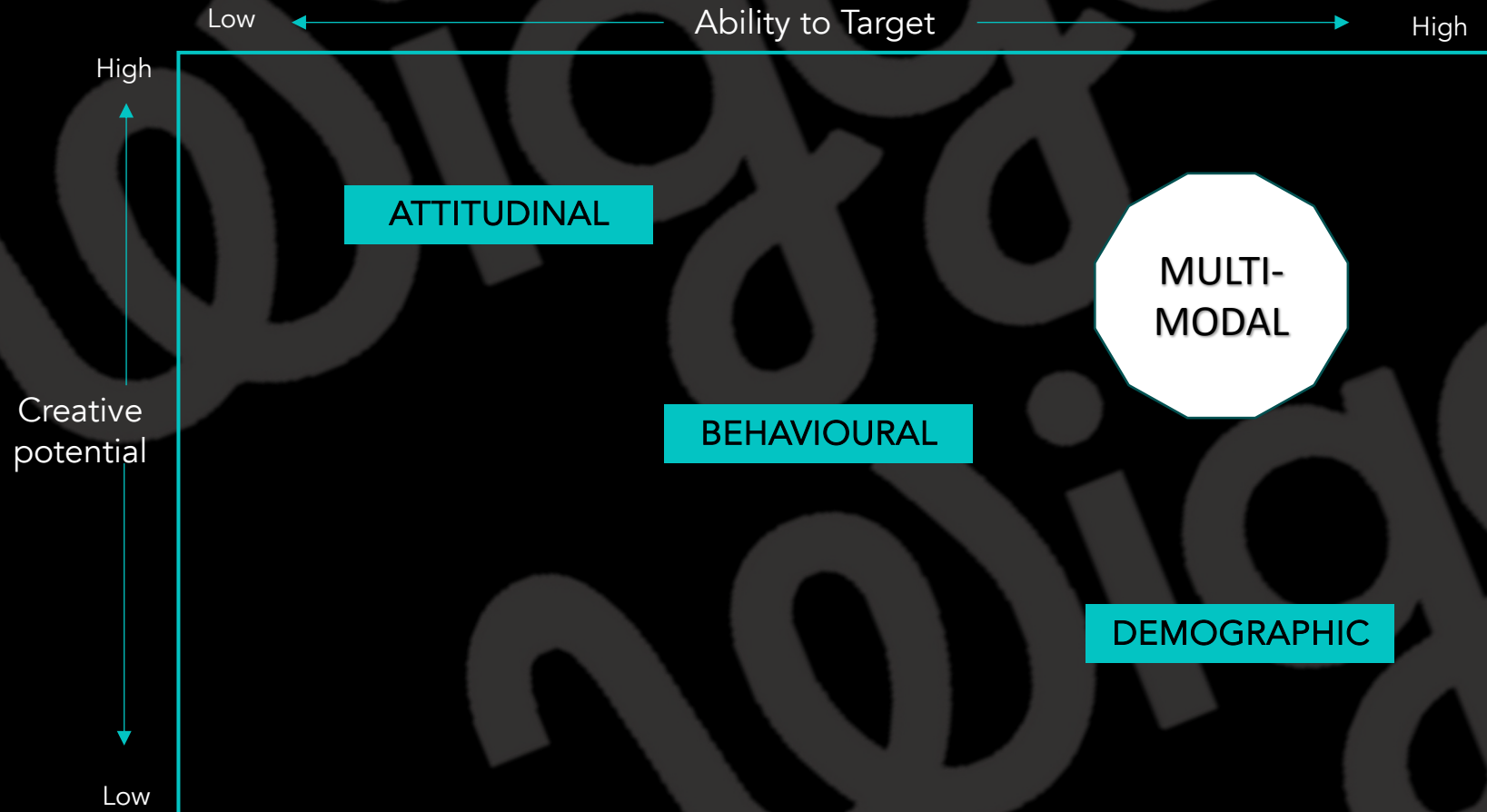
BEHAVIOURAL

Defined by specific actions such as purchasing or using a specific product or engaging with specific media.

Provides a clear trigger for targeting.

Can be difficult to obtain relevant, actionable, consistent data.

Audience definitions

Low ←———————————— Ability to Target ————————————→ High

High

ATTITUDINAL

MULTI-MODAL

Creative potential

BEHAVIOURAL

DEMOGRAPHIC

Low

MULTI-MODAL DEFINITIONS

The best Target Audience definitions is a MULTI-MODAL definition - consisting of a combination of Demographic, Attitudinal and Behavioural information

Audience description

Whilst definition is the internal way of identifying your consumers, the purpose of DESCRIPTION is to articulate the key traits of that audience and help everyone around you to understand who they are. Personas are often used to bring those audiences alive.

Example of Target Audience for Half-Term Kids camp activities.

Description

- Parents who have at least 1 child at school age, living in Greater London
- A healthy Active lifestyle is important
- Pay for at least 1 extracurricular activity for their child

Persona

- Name: Emily Johnson
- Age: 35 years old
- Location: Suburban area, close to a metropolitan city
- Occupation: Pharmacist
- Family: Married with two children, Jacob (8 years old) and Lily (6 years old)

- Lifestyle: Emily is a career-oriented woman but places high value on work-life balance to spend quality time with her family
- She & her husband are always looking for activities that can enrich their children's lives, both intellectually and physically
- She's concerned about the amount of screen time her children current have and is keen to find alternatives

- They are willing to pay a premium for the right type of experience, particularly if those are in a proximity to their home
- Emily is tech-savvy and uses social media and online communities to research and connect with like-minded mums.

Want to know more?

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