

When people or organisations organise a campaign to change the way people behave, they think deeply about their target audience – the people they want to reach. For example, a campaign, blog, presentation, leaflet or advert aimed at parents or businesspeople would be very different to one aimed at school students. The following will help you think about your own target audience.

Who is your target audience? *e.g. How old are they?, What are their interests?*

What key information and messages do you want to share with them?

What do you want your target audience to...

**...think?**

e.g. "Oh no, I buy plastic water bottles all the time."

**...feel?**

e.g. "I feel guilty about all the plastic water bottles I've put in the bin."

**...do?**

e.g. "I'm going to buy a reusable water bottle and make sure I carry it with me."