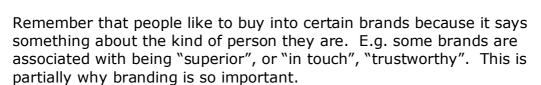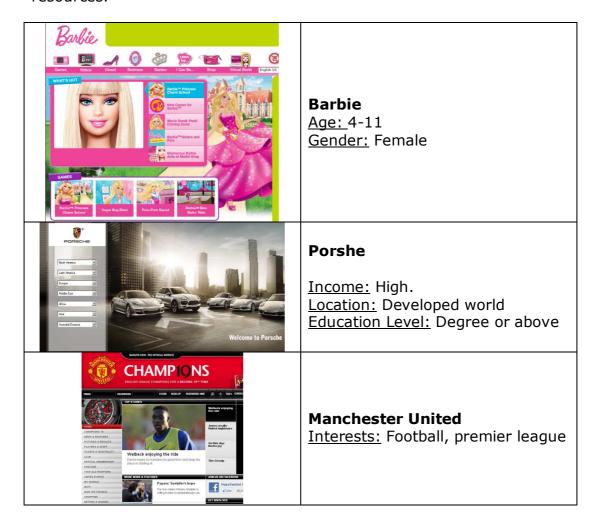# Audience & Purpose

Audience

The "target audience" is who the product/service is aimed at. Be fairly precise when describing the audience. The target audience is usually defined by the following attributes:

- Age
- Gender
- Occupation
- Location
- Income/Wealth
- Level of education
- Interests

Remember that people like to buy into certain brands because it says something about the kind of person they are. E.g. some brands are associated with being "superior", or "in touch", "trustworthy". This is partially why branding is so important.

Useful link: http://www.studyzone.org/

Aiming your product/service at the wrong target audience is a waste of resources.

	Barbie Age: 4-11 Gender: Female
	Porshe Income: High. Location: Developed world Education Level: Degree or above
	Manchester United Interests: Football, premier league

Sometimes the "target audience" is described in terms of the 'situation' that a 'type' of person might find themselves in. For example, an energy drink might be aimed at *professional* people who *commute* by train, and at the start of the day when waiting for the train, want a brief energy boost… Brainstorming situations can help with coming up with suitable scenes for advertising commercials or images for advertising literature.

Purpose

Is the document trying to…

✶ Sell	✶ Argue	✶ Analyse
✶ Entertain	✶ Inform	✶ Review
✶ Persuade	✶ Describe	✶ Comment
✶ Advise	✶ Explain	✶ Summarise
✶ Impress	✶ Explore	✶ Report