LEARN TO CHANGE

Co-funded by the
Erasmus+ Programme
of the European Union

# DIGITAL STORYTELLING (DST) STEP 2: CONCEPT DESIGN

## DST2-3: TARGET AUDIENCE PROFILE

### Phase 1) Learn about audience characteristics

- Consider the different groups of target audience characteristics demonstrated in the table below (socio-demographic, geographic, psychographic, behavior, communication).
- **Describe and explain these categories of different characteristics:** What do the categories mean? Explain in your own words. What concrete examples can you think of? Why are these characteristics important when you want to reach out to and influence your target audience?
- How can we distinguish between the members of your student team, for example, by making use of these characteristics? Provide several concrete examples related to your everyday lives.

| DEMOGRAPHIC | GEOGRAPHIC | PSYCHOGRAPHIC | BEHAVIOR | COMMUNICATION |
|---|---|---|---|---|
| Sex or gender | Country of origin | Values | Purchasing and consumption habits | Types of media preferences |
| Age range | Region | Attitudes | Brand interactions | Frequency of use |
| Education | City | Activity, Interests and Opinions (AIO) | Customer loyalty | Purpose of use |
| Job and occupation | District | Lifestyle | Engagement | Impact |
| Language | Rural area | Personality and personal traits | | |
| Ethnicity, nationality | | Concerns | | |
| Religion | | Needs | | |
| Household size (number of children) | | | | |
| Income, socio-economic status | | | | |

### Phase 2) Summarize and discuss your thoughts and findings

- **Digital visualization of results**: Open a Padlet and organize and share your key findings there.
- Collect all your ideas and findings related to the target audience characteristics by organizing your key takeaways under three main headings: 1) Meaning of target audience characteristics, 2) Concrete examples of different types of characteristics, and 3) Distinguishing characteristics between team members.