

Audience segment 1 BASE

This segment are potential supporters who share your values. You want to mobilise and organise these people to spread your narrative for you.

Media consumption:

- **Newspapers:** _____

- **Radio stations:** _____

- **Social media platforms:** _____

- **Influencers:** _____

Interests:

These details will be used to target social media ads:

- **Political values:** _____
- **Issues/causes:** _____
- **Influencers:** *politicians, cultural figure, etc.* _____
- **General hobbies and interests:** _____

- **Brands they like:** _____

Professions:

Location:

Up to 3 cities, towns, regions to focus on:

1. _____
2. _____

Gender: [insert suggestions]

Age: [insert suggestions]

Audience segment 2 PERSUADABLES

This segment aims to target a more open part of the persuadable middle. For example they might be an advocacy target.

Media consumption:

- **Newspapers:** _____
- **Radio stations:** _____
- **Social media platforms:** _____
- **Influencers:** _____

Interests:

These details will be used to target social media ads:

- **Political values:** _____
- **Issues/causes:** _____
- **Influencers:** *politicians, cultural figure, etc.* _____
- **General hobbies and interests:** _____
- **Brands they like:** _____

Professions:

Location:

Up to 3 cities, towns, regions to focus on:

1. _____
2. _____

Gender:

 [insert suggestions]

Age:

 [insert suggestions]

