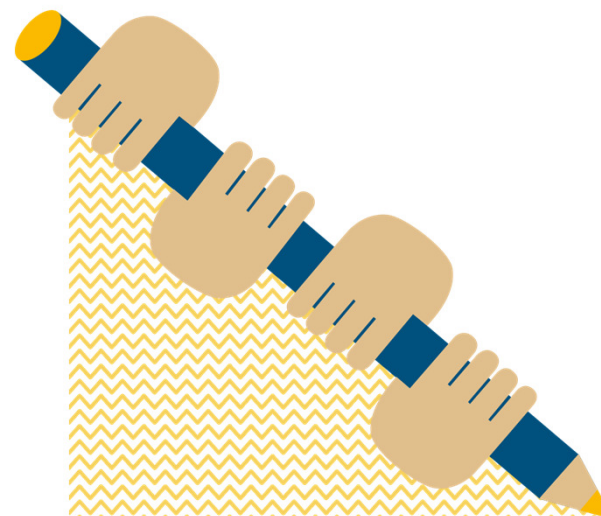


Understand the target audience.

Interreg Project Communication Camp
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Eva Martínez Orosa,
Interact programme





Audience

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**Free exchange takes place
when the target audience
believes they will get as
much or more than they
give.**

Philip Kotler.

Five audience insights

1. Perceived barriers

Reasons why they don't want to do the behaviour or don't think they can.

Example:

- Barrier: Lack of knowledge + lack of language skills.
- Solution: Bilingual face-to-face trainings

Five audience insights

2. Desired benefits

What your target audience sees is “in it for them” if they do the behaviour.

Example:

Health: Is it a real benefit or a synonym for “sexy, young and hot?”

Five audience insights

3. Potential motivators

Your audience's ideas about what someone could say to them, show them, do for them that would increase the likelihood that they would adopt the behaviour.

Five audience insights

4. The competition

- Behaviours that your audience would prefer over the ones you are promoting.
- Behaviours your audience has been doing “forever”.
- Organizations and individuals who send messages countering or opposing the desired behaviour.

Five audience insights

5. Influential others

Consider those your audience listens to, watches, looks up to, especially related to the desired behaviour you have in mind: Social groups your audiences belongs to, co-workers, classmates, the media, etc.

Positioning

The act of designing the project's offering in such a way that it lands on and occupies a distinctive place in the mind of the target audience – where you want it to be.

Exercise: Positioning Statement for “Salmon back” project

"We want [target audience] to see
[desired behaviour] as
[adjectives, descriptive phrases,
sets of benefits or why the
desired behaviour is better than
competing behaviours]".

Positioning Statement example

” We want media reporters to see using non-stigmatizing mental health labels (e.g., ‘this person has schizophrenia’ vs ‘this person is squizophrenic’) as a way to help those with mental illnesses and as a way to be a respected and leading role model in the profession”.

Positioning Statement example

"We want homeowners who love gardening to see composting food waste as an easy way to contribute to the environment and create great compost for their garden at the same time, and to see that this is better for the environment than putting it in the garbage, which then goes to the landfill, or down the kitchen disposal and into water that has to be treated".

Exercise: Positioning Statement for “Salmon back” project

”We want streamside property owners to see planting native plants as easy, beautiful, and beneficial to their property values as well as to bird, fish and other wildlife”.

Cooperation works

All materials will be available on:

www.interact-eu.net