

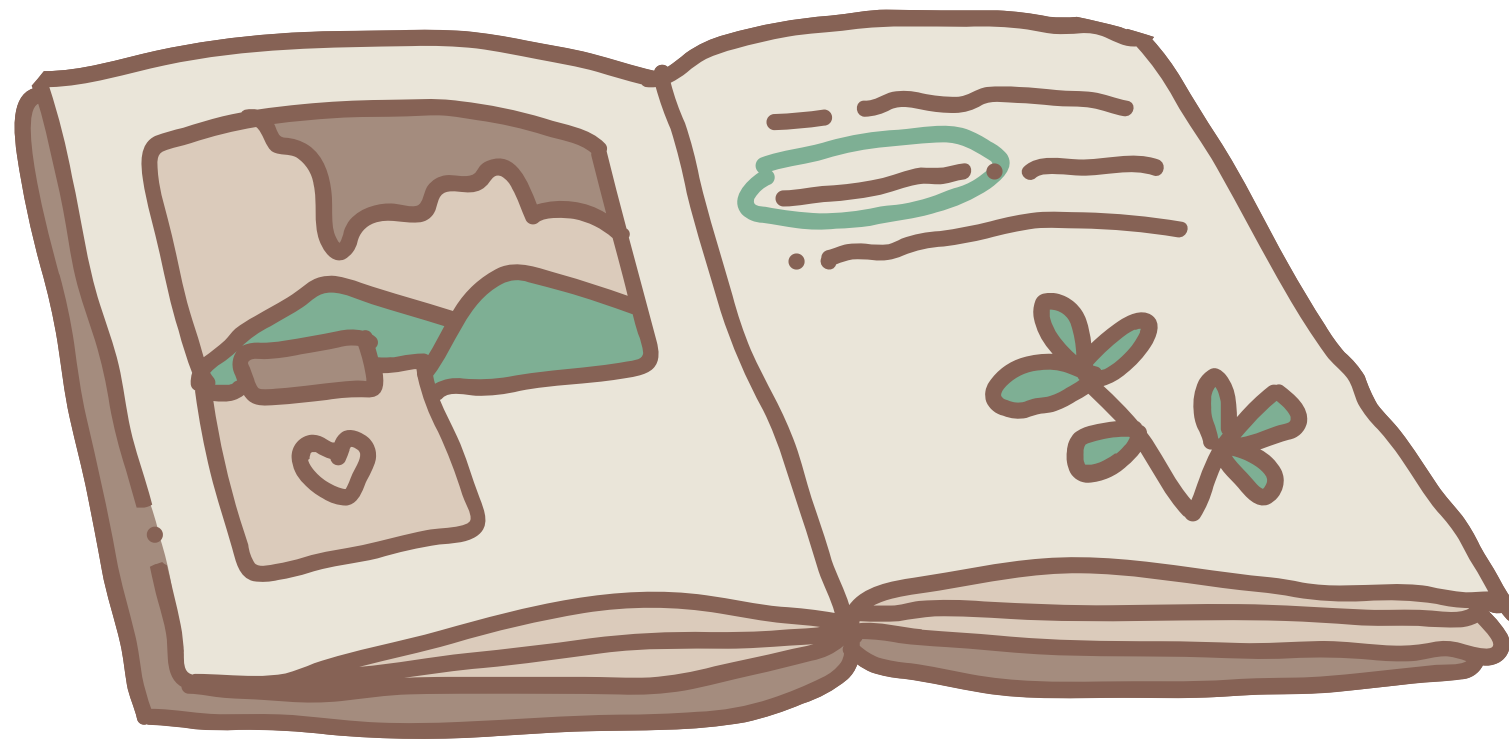


Level 3 Media

# AUDIENCE RESEARCH AND DEVELOPMENT

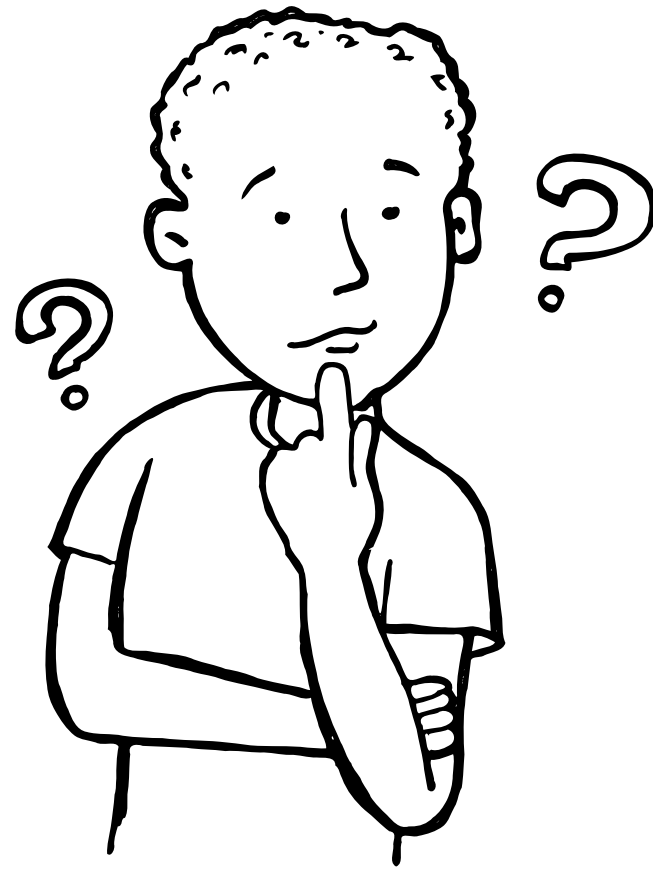
March 29th 2022

# Aims and Objectives



- To obtain audience research surrounding our themes and ideas
- To gain feedback on our initial ideas in order to help us pick the best option

# Are you MENTAl?



## GO TO MENTIMETER

You know the drill...

## EVIDENCE

I will screenshot these answers, and you can use them in your work as evidence. So **NO STUPID ANSWERS!**

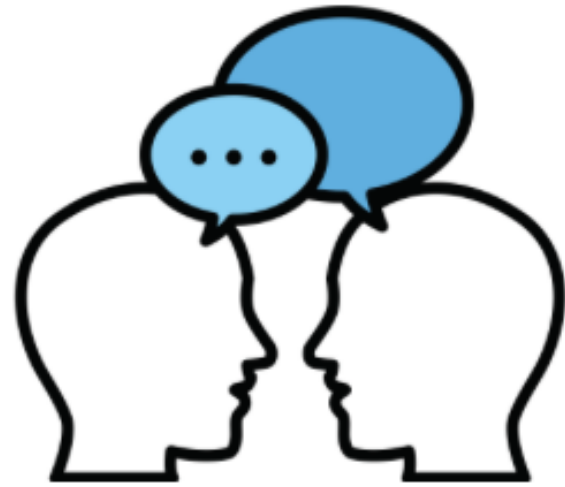
# Task #1

Red or blue pill?



Now that you have decided on your ideas and theme...

Explain yourself!!!



Discuss why you have selected the theme of strength **OR** identity

Speed run



Use these as a starting off point:

- Why have you selected this theme?
- How do you plan on using it in your form (video or photo)
- What are the pros of selecting your theme, justify your choice in picking it

## Task #2



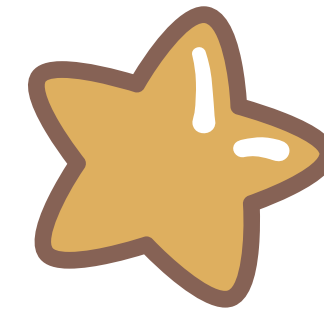
### **SURVEYING THE LAND**

Go to google docs/forms  
and create a new survey



### **HEADS AND VOLLS**

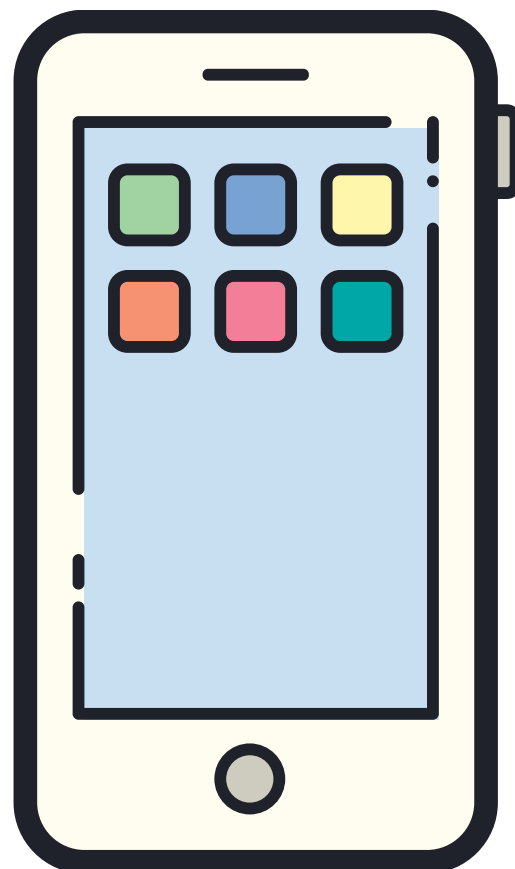
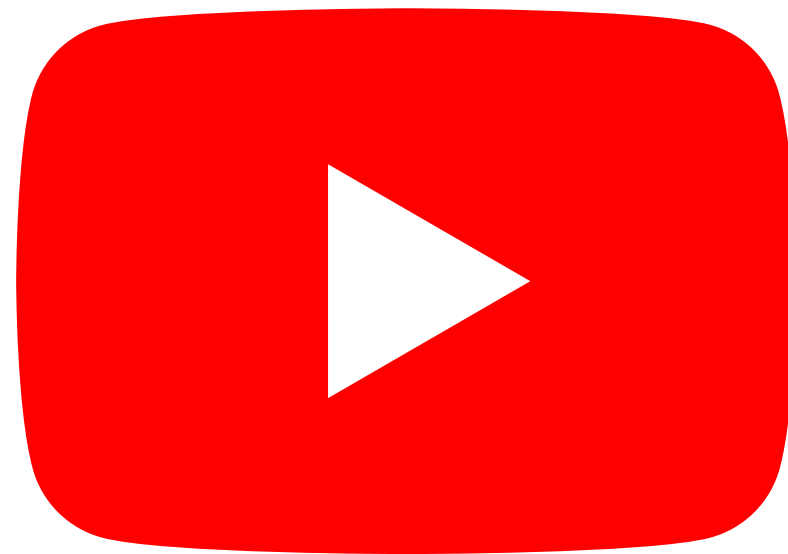
Title it " Target Audience  
Research"



### **COPY THAT, OVER**

Use the list of questions on  
the next slide to fill out your  
survey.

This list is not exhaustive, so  
feel free to add more!



# What to ask?

Bold is what you can use as evidence in your written work down the line

## **QUESTION 1**

What is your age? **This defines your TA age range**

## **QUESTION 2**

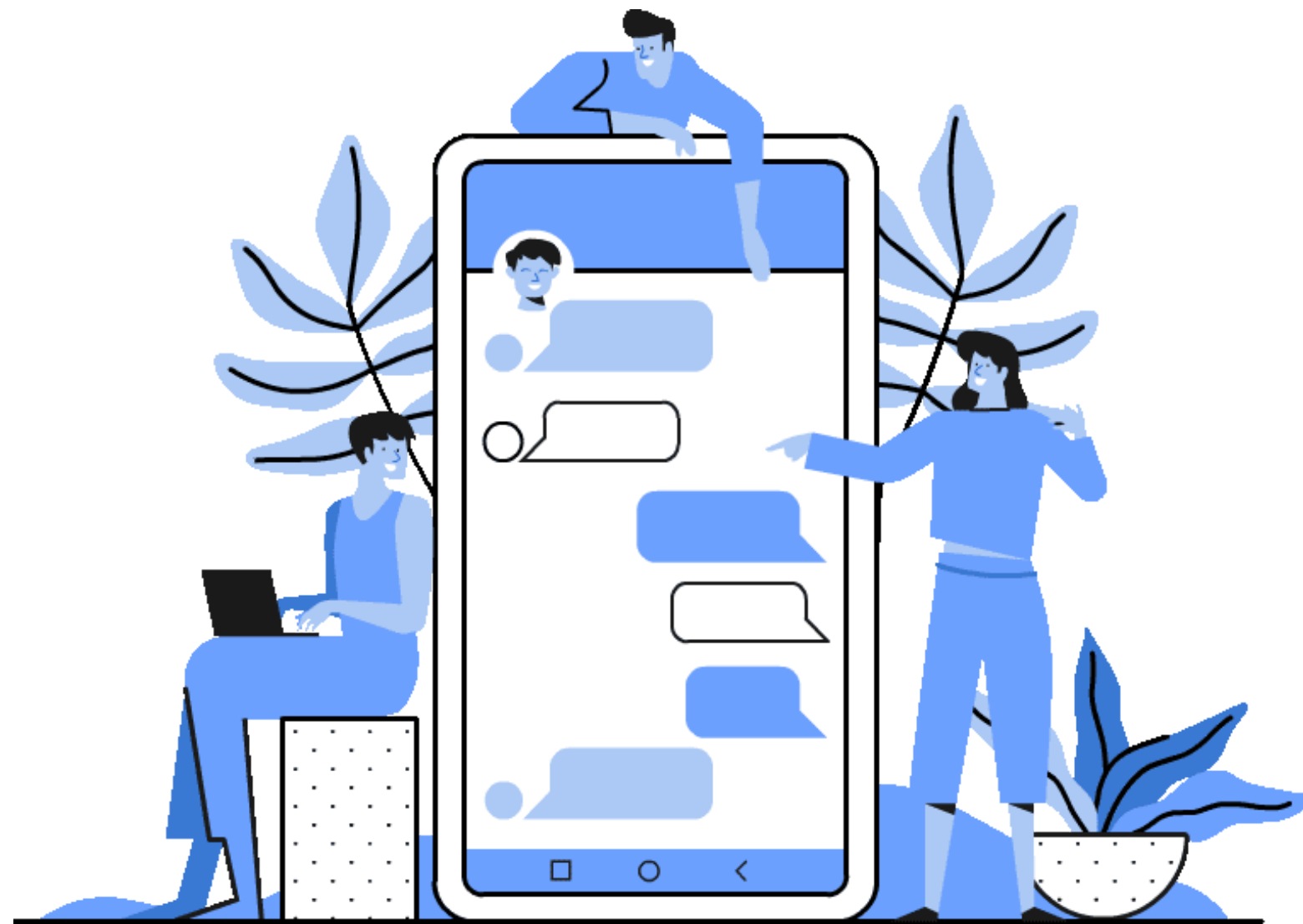
Gender? **What gender are you aiming at, who do you cater more towards?**

## **QUESTION 3**

What do you think makes a successful social media campaign? **What do they like?**

## **QUESTION 4**

What would make you engage with a social media post? **How can you engage them?**



# What to ask?

## QUESTION 5

What puts you off from engaging with a social media post/campaign? **What do we need to avoid**

## QUESTION 6

What social media platform do you use the most and why? **Cater to their needs**

## QUESTION 7

List 3 things you relate to Hidden in Plain Sight and Strength/Identity. **Specific answers**

## QUESTION 8

What do you think are the best ways to engage with a social media campaign/post as a consumer. **What is easy for your audience?**

# Bonus Questions

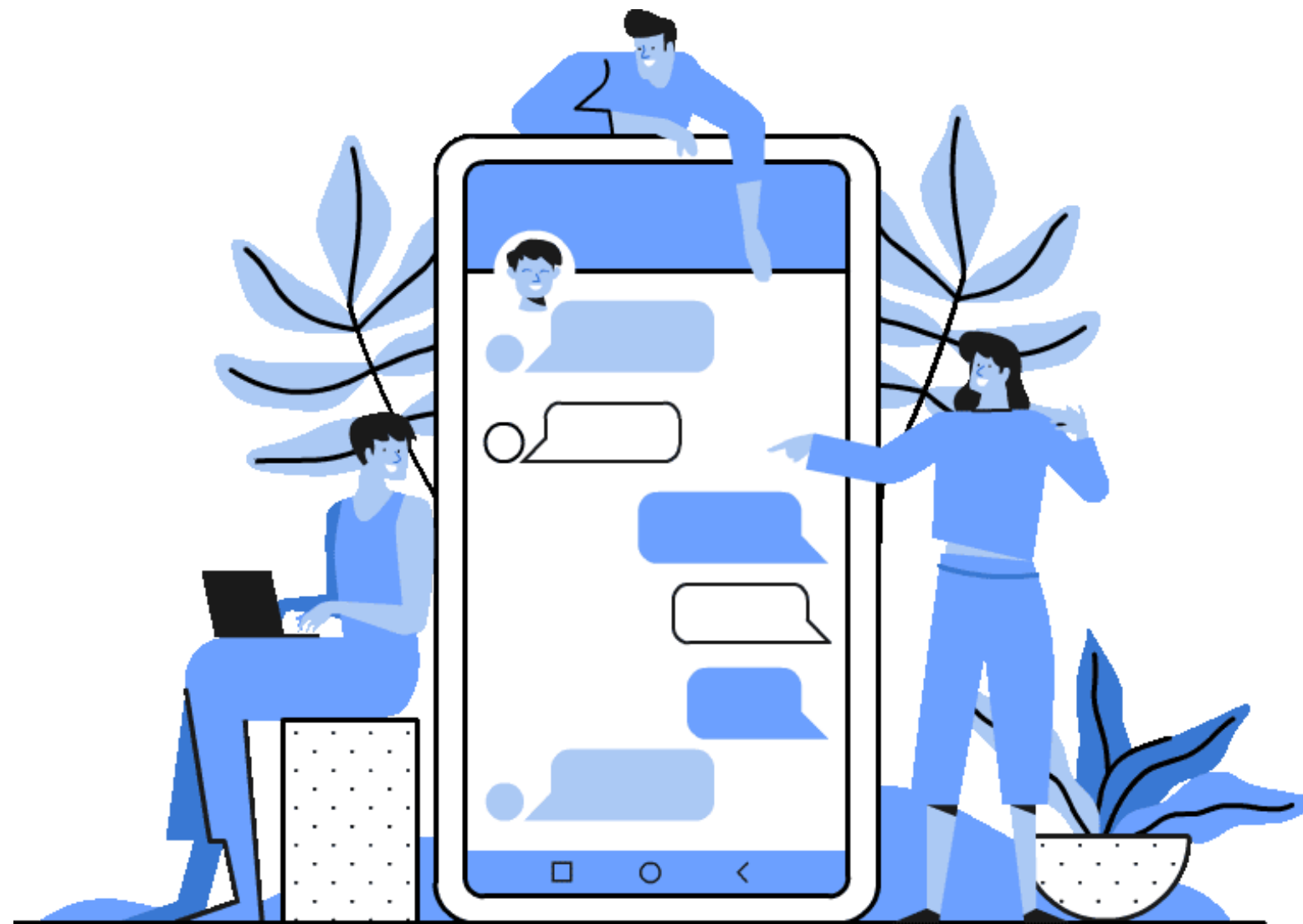
This is where you need to be a bit more specific with your own chosen topics.

**What do you think of this idea?**

**Do you think this idea is suitable for a social media campaign?**

**WHICH IDEA DO YOU LIKE BEST AND WHY?**

**Explain your idea and intended message and get feedback as pros and cons**



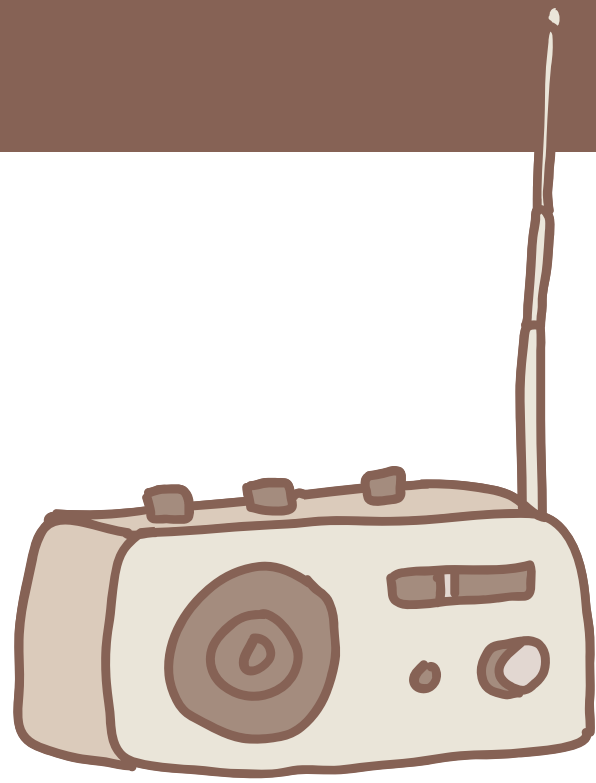


# MAKING A SURVEY

After creating the survey...

- Send your **survey** to **each other** (and anyone else that might want to answer it) through **email**
- Answer the questions **yourself** on a **word document** in quite a lot of detail
- **Copy and paste** your answers into each other's surveys
- **Screenshot** your **results** and **put them in an organized folder ready for tomorrow**





## Task #3



### **The band's groupie**

Get into groups of 4 and present your ideas to your group.

### **If you've got it, flaunt it**

Highlight your ideas, themes, intended message, target audience and outcome.

Use your mood board as a visual stimulant.

### **Form a line**

Using the form provided, fill in any feedback surrounding each-others ideas.

Remember, this is marked work