

Target Audience

Target audience refers to a group of people that an advertisement wants to appeal to. Target audience works together with the purpose. Advertisements can inform, entertain, and/or persuade for commercial, educational, and artistic purposes. You can figure out the purpose by asking, “what is the product or service for?” Once you figure out the purpose, you can then identify the target audience. In order for products to sell successfully, knowing both the audience and purpose can have a great effect on the product’s sales.

How can you determine a product’s target audience? A Target Audience can include following information:

- Age (teenagers, young children, adults)
- Location (where the intended audience lives)
- Education (no education, very intelligent, a little educated)
- Gender (male or female)
- Marital Status (single, married, divorced, relationship)

Look at the example below:

Product Name	Purpose	Target Audience
Hand-held gaming system	Enjoy playing video games while traveling	Young children, teenagers, some adults, male and female