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:** *[write here]*

- **Radio stations:** *[write here]*

- **Social media platforms:** *[write here]*

- **Influencers:** *[write here]*

Interests:

These details will be used to target social media ads:

- **Political values:** *[write here]*

- **Issues/causes:** *[write here]*

- **Influencers:** *politicians, cultural figure, etc. [write here]*

- **General hobbies and interests:** *[write here]*

- **Brands they like:** *[write here]*

Professions: *[write here]*

Location:

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

1. *[write here]*
2. *[write here]*
3. *[write here]*

Gender: [insert suggestions]

Age: [insert suggestions]

Audience segment 2 - **FLEXIBLES**

This segment aims to target audiences that respond to multiple values/sides. For example they might be an advocacy target.

Media consumption:

- **Newspapers:** *[write here]*

- **Radio stations:** *[write here]*

- **Social media platforms:** *[write here]*

- **Influencers:** *[write here]*

Interests:

These details will be used to target social media ads:

- **Political values:** *[write here]*

- **Issues/causes:** *[write here]*

- **Influencers:** *politicians, cultural figure, etc. [write here]*

- **General hobbies and interests:** *[write here]*

- **Brands they like:** *[write here]*

Professions: *[write here]*

Location:

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

1. *[write here]*
2. *[write here]*
3. *[write here]*

Gender: [insert suggestions]

Age: [insert suggestions]