

# 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]  
\_\_\_\_\_  
\_\_\_\_\_