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. _____
3. _____

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. _____
3. _____

Gender: [insert suggestions]

_____
_____

Age: [insert suggestions]

_____
_____