

Lesson Objective

At the end of this lesson you will be able to analyse the target audience for various advertisements.



Who's is this advertisement made for?

Target audience refers to the group of people, defined by factors like age, gender, ethnicity and lifestyle, that media texts are aimed at.

They are the **intended consumers** of the product.



On a basic level, audiences can be broken down into the following categories:

- * **Gender** (male or female)
- * **Sexuality** (heterosexual, homosexual, bisexual, transsexual)
- * **Age** (Under 5, 6-8, 9-12, 15-18, 19-25, etc.)
- * **Ethnicity** (black, white, asian, etc.)
- * **Lifestyle** (values, aspirations, beliefs, income, etc.)



Advertising can be **targeted** at a very **specific audience**. Adverts appear in specific magazines, or during specific television programs, as a way to target a specific group of people. Therefore, a lot of consideration goes into where print advertisements are placed.

For example, who would the target audience be for the following magazines and programs?

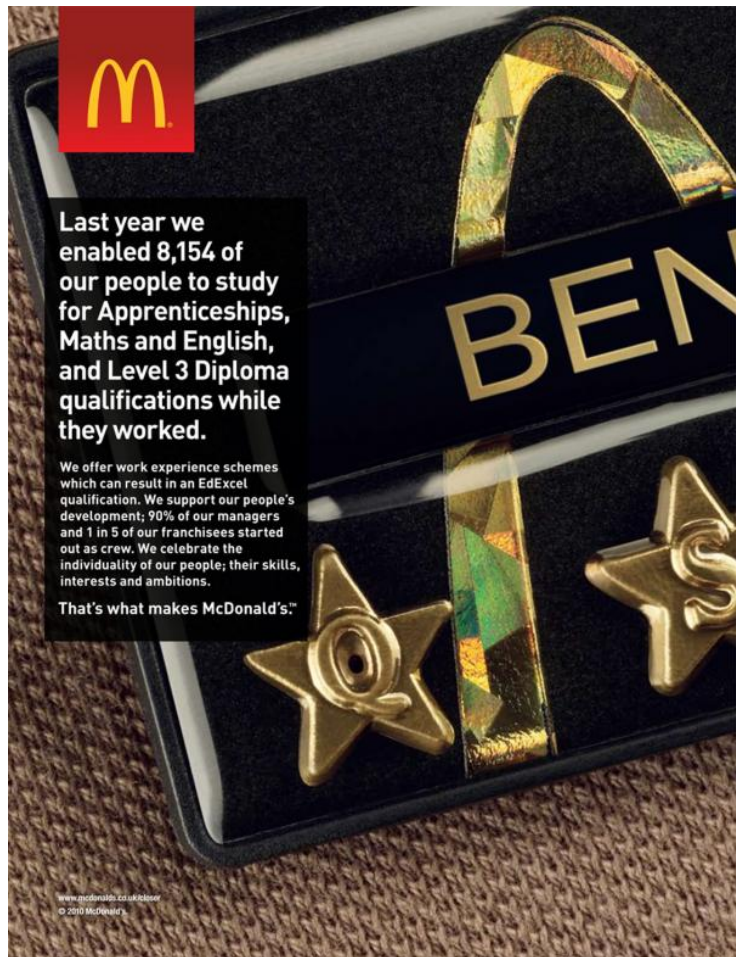



Let's test our understanding of target audience. For each of the following images, write a paragraph explaining:

1) **Who** you think this advertisement is targeted at, making specific reference to categories discussed earlier.

and

2) The **evidence** do you have to support your opinion.





Last year we enabled 8,154 of our people to study for Apprenticeships, Maths and English, and Level 3 Diploma qualifications while they worked.

We offer work experience schemes which can result in an EdExcel qualification. We support our people's development; 90% of our managers and 1 in 5 of our franchisees started out as crew. We celebrate the individuality of our people; their skills, interests and ambitions.

That's what makes McDonald's.™

www.profmaths.co.uk/career
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Write a paragraph explaining:

1) **Who** you think this advertisement is targeted at, making specific reference to categories discussed earlier.

and

2) The **evidence** do you have to support your opinion.

Write a paragraph explaining:

1) **Who** you think this advertisement is targeted at, making specific reference to categories discussed earlier.

and

2) The **evidence** do you have to support your opinion.



[click image to see television spot](#)

Write a paragraph explaining:

1) **Who** you think this advertisement is targeted at, making specific reference to categories discussed earlier.

and

2) The **evidence** do you have to support your opinion.



Plenary

What factors help you to determine the target audience of an advertisement?

Why is it important to determine who the target audience is?