|  |  |
| --- | --- |
| Audience Profile Sheet -  Music Video Target Audience | |
| Primary Audience | |
| Demographic:  Age / Gender / Marital Status | We decided that we were going to aim it at 18-25 as this was the most popular age group. We want to aim it at both genders as it would appeal to both males and females. We would appeal to those who are either married, in a relationship or married. |
| Socio-Economic Grade: | For this we thought that we would appeal to those in the social class in C1, C2, D and E as they are either working class or skilled workers this would appeal to them because of that what they like. They could become out of university and getting a job. |
| Psychographic Category: | We would like to aim the music videos to aspires as this is something they would like. They like the different brands and that it is something material things and something that they would enjoy. They would pick it because of the packaging and the image. |
| Distribution Methods  -to reach your target audience | We would do this by putting it on social media and making sure that people are reposting it and placing on music platforms such as Spotify and YouTube. YouTube would be the biggest one as people use it often to watch music videos |
| Explain how you will appeal to this target audience? | . This would appeal to them because of the locations that we have picked to film due to that’s where they would go. We also thought of that the costumes would appeal to them as we would dress them ion they style that it is in and it is what they would wear. The props we have chosen for the music video is what they use and that they would find it interesting. |
| Other Audience Information  Geodemographics  Special Interest Groups etc | We want to aim for those who live in the urban areas as this would appeal to them more. |

|  |  |
| --- | --- |
| Audience Profile Sheet -  Music Video Target Audience | |
| Secondary Audience | |
| Demographic:  Age / Gender / Marital Status | We decided that we are going to do 25-30 as they would be interested in and that both males and females as they both would enjoy it. It would appeal to them as they are single, relationship or married. |
| Socio-Economic Grade: | We thought that social class C1, C2, D and E as they would be in a working class and skill working class. I chose say E because some could still be struggling to get a job. |
| Psychographic Category: | We thought that they would be in the mainstreamer as they would be following the trends that are new. Some of them would be explorer as they would want to try new things to see what is new and what they enjoy. |
| Distribution Methods  -to reach your target audience | We thought we could distribute on social media as they are on this more and they would be talking to their friends and sharing across them because they enjoy it. We would also put it on the different music platform as they would use it as well but they still use YouTube as it the biggest music platform to watch music videos. |
| Explain how you will appeal to this target audience? | In the music video, we thought that we could use different locations that they like and that they would enjoy and where they are at. We said that we would have the characters wearing what they wear everyday but dressier but what it is in style. We thought we use props that we use for everyday use and what we use at a party. We thought that these would interest them, |
| Other Audience Information  Geodemographics  Special Interest Groups etc | We would aim this to the ones that live in the suburban areas and the urban areas. Due to the type of lifestyle they would live |

|  |  |
| --- | --- |
|  | |
|  | |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |