Class discussion on target audience

As a group we had a production meeting deciding on who is our target audience for our live Tv show. Our target audience watches MTV because the shows they produce on the channel are aimed at them. The morals that our target audience would have is trashy, the lack of taste they have, social media, they are self-absorbent and their looks are important to them.  Our target audience could have loose religious values or strict religious values. They could be in any type of relationship whether they are dating, single, married or have just ended a relationship. They can live in the UK but in any living conditions like flats, houses and university accommodations. We decided this because of the type of TV shows MTV produces.

Primary target audience

The primary target audience ages are between 18- 25 years old. We are aiming at both males and females. They will be in the classes of C2, D and E. They could have many different jobs. Some of them could be working jobs that are in cafes and fast food restaurants because they could be students or those who are skilled workers. They can also work in warehouses and hairdressers because they won’t have any experience working in different industries. They would have lower morals, they are self-absorbent, they only care about their looks and how they look on the tv. They have social media lives. When it comes to religion it would be aimed at Atheist and those who had looser values because of the content of the show as it might not be appropriate for those who have strict religious values.  The target audience relationship status could be single but they could also be in a new relationship because of the shows that MTV have on. They would be living in the UK mainly in the cities. They could be living in a flat. They could live at affordable living like flats with their families. They could be at university so they would be at the university accommodation because they might be students. When looking at the mosaic profiling groups I figured out that our target audience would fit into different mosaic profiling groups. Our primary target audience is aimed at students as well; they would be in the whole of the O section which is rental hubs because they are students who are living in university accommodation or in any other type of accommodation and some of the students may have jobs or they might not have jobs. B08 because some students don't have a job so they would depend on their parents. I think the category J would be another mosaic profiling group because they might not be students.

Secondary target audience

The secondary target audience ages between 26 – 33-year olds. We are aiming at both females and males. They will be classed in C2, D and E. They would have different jobs than our primary target audiences. They would have office jobs. They could have jobs like receptionists or a teacher assistant. They could have a driving job like trucking or a bus driver. These are different because of how old they are, and they have a lot of experience. They would have lower morals. They would be self-absorbent because they only care about how they look on Tv. They have social media lives as well. Those who are stricter with their religious morals would not watch the show because of the content of the show but those who are not as strict with their religious morals would watch the show. They would either be single or a new couple because of the content of the different shows.  They would be living in the UK and in any of the cities. They could live in affordable living conditions like council housing or flats because of the type of jobs they would have. When looking at the mosaic profiling groups I figured out that our target audience would fit into different mosaic profiling groups. Our target audience is aimed at those who may be parents and working. They would be in the whole of the H category which is aspiring homemakers because they may have children who are in school where they live in a house. I also think that it would be the whole I category which is family basics because they could be struggling and that they are living in council housing.