

Name: \_\_\_\_\_

\_\_\_\_\_

Hour: \_\_\_\_\_

## Target Audience

A target audience is the primary group of people that something, usually an advertisement is aimed at appealing to. A target audience can be people of a certain age group, gender, marital status etc. (ex: teenagers, females, single people, etc.) Without knowing the target audience, a company's advertising and the selling efforts can become difficult and very expensive.

### A Target Audience can include:

- Age
- Location (where they live)
- Education
- Gender
- Marital Status

### Product #1- TV Commercial

1. What is the commercial for?

\_\_\_\_\_

2. Who do you think is the primary Target Audience? What do you in the ad that makes you think so?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Who do you think is the secondary Target Audience? Why do you think so?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Product #2- TV Commercial

1. What is the commercial for?

\_\_\_\_\_

2. Who do you think is the primary Target Audience? What do you in the ad that makes you think so?

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\_\_\_\_\_

\_\_\_\_\_