



# AUDIENCE SEGMENT

## AUDIENCE SEGMENT DESCRIPTION

WHERE TO FIND THEM

HOW TO TARGET THEM

RELATIONSHIP  
TO US

RELATIONSHIP  
TO CAMPAIGN STORY

HOW DOES THIS SEGMENT  
CONTRIBUTE TO THE  
THEORY OF CHANGE?

HOW DOES THIS SEGMENT  
CONTRIBUTE TO LONG-TERM,  
SUSTAINABLE GROWTH?

WHAT DOES THIS AUDIENCE THINK ABOUT US?

IS THERE AN BARRIERS THAT WILL DISCOURAGE THEM FROM GIVING THEIR SUPPORT?

HOW DO WE OVERCOME THOSE BARRIERS?

WHAT IS THE POTENTIAL TO CHANGE BEHAVIOUR AND MINDSET?