

# Target Audience Analysis Brief

Product Name:

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Project / Campaign Name:

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Date:

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## 1. OBJECTIVE

Describe the purpose of this analysis and what is hoped to be achieved.

## 2. PRODUCT OVERVIEW

Briefly describe the product and its key features or benefits.

## 3. TARGET AUDIENCE PROFILE

Demographics:

Eg. Age, gender, location, income, education, occupation

Psychographics:

Eg. Interests, values, attitudes, lifestyle, personality traits

Behaviors:

Eg. Buying habits, media consumption, product usage

## 4. AUDIENCE NEEDS & PAIN POINTS

What are the primary needs/problems the audience faces that this product addresses?

## 5. COMMUNICATION PREFERENCES

Preferred channels and formats for information (social, email, offline, etc.)

## 6. KEY MESSAGES

What main messages should reach this audience about the product?

## 7. BARRIERS & MOTIVATORS

Potential Barriers:

List possible objections or hesitations.

Motivators:

List factors that might encourage adoption.

## 8. SUCCESS METRICS

How will effectiveness of reaching/engaging this audience be measured?

## 9. RESEARCH SOURCES

Cite sources used for this brief (surveys, market research, interviews, etc.).