

Target Audience Analysis Brief

Product Name:

Project / Campaign Name:

Date:

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.).