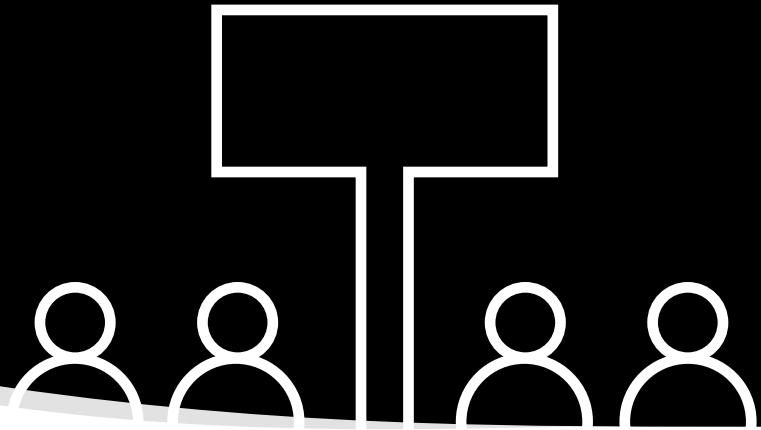


OOH Advertiser Target Audience Worksheet



What is a Target Audience

A target audience is a carefully defined group of individuals a business aims to reach and engage with their products or services. This audience is identified based on specific demographic, psychographic, behavioral, and geographic criteria. These are the people who are most likely to buy your product or service. Knowing this information can help us choose the best location(s) and creative for your advertising needs.

My Company Name: _____

Fill out the info below, basing the information on who your target customer is.

Complete as much as you can, if you are unsure, leave it blank.

1. Demographic Information:

- Age _____
- Gender _____
- Are they local or out of town? _____
- Income level _____
- Education level _____
- Marital status _____
- Occupation _____

2. Psychographic Information:

- Buying behavior _____
- Shopping preferences (online or in-store) _____
- Media consumption (TV, social media, magazines, etc.) _____
- Online behavior (websites visited, social networks used) _____
- Brand loyalty _____

3. Pain Points & Challenges:

- What problems or challenges do they face? _____
- What frustrations or obstacles do they encounter in daily life? _____

4. Values and Beliefs:

- What are their core values and beliefs? _____
- Are there any causes or social issues they care deeply about? _____

5. Purchase Motivations:

- What motivates them to make a purchase? _____
- Are they price-conscious, quality-conscious, or value-driven? _____

Target Audience Worksheet

Continued...

6. Key Messages and Value Proposition:

- What key messages and value propositions will resonate with this audience? _____

7. Testimonials & Success Stories:

- Feedback or stories from existing customers who fit the target audience. _____

8. Location Information:

- What areas of town are your target customers more likely to be? (shopping, eating, sports arenas, etc.)

9. Day & Time Information:

- What is the peak time of day you do the most business? _____
- What days of the week do your target customers visit/purchase from you the most? _____

