

First step in creating an ad campaign- exploring target audience

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High School Students

Geographic: Midwest Region (USA) Given that the teen population is roughly equal to the population at large percentage-wise, then 23% of teens live in the Midwest. Taking into account that they represent about 33 million people, then roughly 7.59 million teens live in the Midwest. Supposing that the teen population matches the overall demographics for gender, then 3.8 million are male. The data covered 13-19, so accounting for five parts of seven, then 2.71 million are within our target audience.

Household Income:(From parents), \$75,000-\$100,000

The average spending power of this group is \$40 per week from all sources, including jobs, equaling an annual market of 2080 per capita, for a grand total of about 4 billion dollars annually, when adjusted for low-income groups in the demographic profile. They also influence about 19% of all household spending in addition to their personal buying power.

Mediamark Research. 2003. Teen. www.magazine.org/content/files/teenprofile04.pdf. MRI. New York, NY.

US Census Bureau. 2011.

1.) How is your audience defined?

This group is known as the Internet generation and they are well informed, active, and they communicate well.

2.) How big is your audience, in terms of numbers of people? About 3 million

3.) What is the purchasing power of your audience? Personal spending about 4 billion dollars annually

4.) What are the trends of your audience?

Convergence is the trend. Most teens now own a cellular phone, a music

player, and a personal computer. The trend is moving toward smartphones that enable all of these functions or a smartphone and a tablet, such as the Ipad. However, the girls are way ahead of the boy in this age group with only 23% of the boys owning smartphones. All of the group is connected in one way or another, and they share information. Most boys (and girls) belong to at least one social networking site and one online gaming site that includes forum functions.

Reaching this group is through magazine ads and the Internet, especially online gaming sites. Do not give them misinformation, because they can, and will, check it.