

Tips for Targeting your Audience

After choosing your topic, your team should pick an audience to target with their film campaign. Choosing your audience will help you figure out how you'll design and promote your project. *It's possible to have multiple audiences, as long as you find a way to engage everyone!*

Step 1: Choose your audience:

- Parents/Adults and the wider community
- Your Peers
- Young Children
- Other

Step 2: Think about



Step 3: Design your campaign

Always make sure your message is relevant to your topic and your audience and that the way you deliver your message is appealing. For example, a puppet show will appeal to young children and a leaflet of 'Energy Saving Tips' will appeal to adults, but it might not work the other way around!

Below are some examples of what you could do for each audience:

Adults and the Wider Community

There are many ways to research what your audience thinks or knows about a topic. You could carry out a survey in your neighbourhood, local shopping centre, or amongst teachers, parents, or your local politicians. You can target adults and the wider community to get your message across in a variety of ways:

- Have a stand or display in a local shopping centre; use flyers, leaflets, newsletters or petitions if you have the materials
- Run a coffee morning in the school or a local café; attend a community event like 'sports day'



- Get onto local radio or into the local press; write a press release for local media, or make radio or TV ads
- Organise events: debates, film screenings, fashion shows etc.
- Use social media, this allows you to directly interact with your audience. Does your school have a social media account? This is a great way to reach parents! * Remember to always receive a parent or teacher's permission when using social media and to talk about internet safety with a parent or teacher before engaging online.
- Distribute campaign key rings, bookmarks or tips cards

Your Peers

When you're targeting your fellow students or friends, you have plenty of advantages because you can reach them easily going about your normal day. You could carry out a survey among your friends, interview students at your school individually or in groups, talk to your teammates if you're into sports or have a poll or a vote on an issue in your school.

- Have a debate, show a film, hold a quiz, set up a website, put on a play, perform a song to promote your message
- Organise events: debates, film screenings, fashion shows etc.
- Create social media accounts for your team/project and share a variety of content such as photos, videos etc.
- Organise a flash mob to promote your message and catch it on film
- Have a poster, photo or art competition for students on your topic, make a mural
- Use the school intercom to get your message out there
- Invite a guest speaker to give a talk at your school
- Hold an energy awareness day, ask students to pledge the one change they will make to save energy and take climate action, make a pledge wall in the school

Young Children

You could visit a local school and ask younger children what they think or know about energy efficiency and climate change. Younger children may find it hard to answer written questions so use pictures instead of text and be ready to explain your questions. Your campaign should be fun and hold their interest. You could use:

- A puppet show, a board game, a jigsaw
- Songs, a play, a poem, quizzes, workbooks
- Art, painting, collage or mural to get your message across
- Stickers, badges, T-shirts with your campaign message

Remember: if you need permission for any part of your campaign make sure you have it before you start.

