

Marketing II

Target Audiences

The term target audience relates to target market. A target audience is a smaller group of people. The target market is a group of people who are most likely to buy a product and/or who advertisements are created for. The target audience is the group of people who you expect to see the advertisement. If there are customers who are likely to buy a product but will not see the advertisement, they are not part of the target audience. Occasionally the target market and target audience may be the same but usually not.

A target audience can be the group of people that watch a television show, movie or music product. For example the previews before a movie, are selected based on who are there to see a movie. If the movie people are there to see is a suspenseful movie, the previews are usually for more suspense movies since the audience is there because they will pay to see suspense movies.

A business creates the advertisement for the target audience. When created an advertisement for a target audience, all the details are specifically chosen. Whether it is for a print advertisement where the image, copy (written text), tagline (slogan), headline, illustration (picture), and logo are all specifically selected based on how the business wants to try and influence the customer. Research has shown people are more likely to read black text on a white background compared to white text on a black background. So if you are a business and want to increase the percentage of viewers that read the text, you would choose a white background.

A business needs to try and understand their target audience to craft a message that is able to influence them. Especially with the cost of advertising, which for a newspaper can be \$6,000 for a week, television can be \$100,000 for a national advertisement per day, or billboard that can be \$25,000 per week, any mistakes or advertising that does not influence the audience can be very costly for a business.

Sources:

<http://smallbusiness.chron.com/target-market-vs-target-audience-10247.html>
http://governmentandlaw.tripod.com/mvhsdocs/Average_Ad_Costs.pdf