UNLOCK
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TARGET & STORYTELLING

CPA

When you hear the words "**target**" and "**persona**" what do you think?

How would you define them?

Target

is a particular group of people you want to attract or to whom you want to address your product or service.

Persona

in marketing is a fictional character created to represent a user type to whom a service or product are addressed.

Why it is important to define your target?

- ○ Maximise the effect of what you want to do (promote product, service or event)
- ○ Have a clearer focus
- ○ Be more precise during the planning
- ○ Better relevance of the message

To define a target you have to be as precise as possible!

- ○ Age
- ○ Country of residence
- ○ Interests
- ○ What do they like to do in their free time?
- ○ What social media do they use?
- ○ What kind of music do they like?
- ○ ...

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Activity 1

You want to create an art event of a young artist that creates graffiti, what is your target? Write a detailed description of your target or persona, include their age, place where they live, attitudes, hobbies, be as specific as possible.

Target group 30-50 year old tourist, is missing details, 30 year old like one type of music for example and 45-50 other one.

Define your persona/target as specific as you can.