

Tips for targeting your audience

When you have chosen your topic, each team needs to pick one of the following audiences to target with their campaign:

- Adults and the wider community
- Your peers
- Primary school children
- Other

Designing your campaign to suit your audience

Here are some examples of what you could do for each audience, but always make sure your message is relevant and that the way you deliver it 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 round!

Adults and the wider community

There are lots of ways to research what your audience thinks or knows about a topic, you could carry out a survey in your neighbourhood, a local shopping centre, or amongst teachers, parents or your local politicians. You can target adults and the wider community and 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 cafe, attend a community event like a 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.
- 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!
- Make a documentary, animation or a short film and share it online or host screenings.
- Distribute campaign key rings, bookmarks or tips cards



Your peers

When you're targeting your peers you have plenty of advantages as you can reach them going about your normal day by targeting your fellow students or friends. 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
- Create social media accounts for your team/project and share all sorts 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 in your school
- Hold an energy awareness day, ask students to pledge the one change they will make to save energy and combat climate change, make a pledge wall in the school

Primary school 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 a 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.

