

Audience Segmentation

For the purposes of advertising and marketing, the target audience is viewed as a segment of a consumer market.

This audience is defined or segmented by 'the media' in two ways:

Demographics – the consumer is categorised in terms of concrete variables such as age, class, gender, geographical location and socio-economic groups (see below)

Psychographics – The consumer is categorised in terms of their interests, attitudes and opinions such as those who aspire to a richer lifestyle or those who want to make the world a better place (see below)

The **NRS social grades** are a system of demographic classification used in the United Kingdom. They were originally developed by the National Readership Survey in order to classify readers but are now used by other organisations for wider applications and market research. **Remember: the following classifications do not take account of what the various professions/jobs earn.**

NRS - Socio Economic groups

Grade	Social class	UK pop.	Typical occupation
A	<i>upper middle class</i>	3.4 %	<i>doctor, solicitor, barrister, accountant, company director</i>
B	<i>middle class</i>	21.6 %	<i>nurse, police officer, probation officer, middle manager, teacher</i>
C1	<i>lower middle class</i>	29.1 %	<i>junior manager, clerical/office workers(white collar workers)</i>
C2	<i>skilled working class</i>	21 %	<i>foreman, agricultural worker, plumber, bricklayer (blue collar workers)</i>
D	<i>working class</i>	16.2 %	<i>manual workers, shop assistant, fisherman, apprentices</i>
E	<i>underclass</i>	8.8 %	<i>casual labourers, state pensioners</i>

Psychographics

Refers to psychological attributes that can be assigned to groups of people (audiences) such as:

- **Personality**
- **Values & Beliefs**
- **Attitudes**
- **Interests (Likes and dislikes)**
- **Lifestyles**

The Core Audience

There are two typical core audiences, who the majority of films are made for. They are families and men age 16-24.

The Role of the Audience

The audience has many roles, ultimately to consume the text, but also to inform the producers of current trends.



Audience research

It is always essential when creating any media product that you have a clear idea of who your audience are and what they expect to read, listen, watch in your product.

Media marketing experts will always carry out audience research to ensure they are providing their audiences with the ingredients they want (repertoire of elements) and also ensure they know how and where to find them so that they can maximise their sales, circulation or readership.

Communities

Where will you find your 'community'? An audience is part of a community that might physically, commercially or digitally congregate in one place or perhaps on one website. They may all follow the same band, sports team, political party or have the same hobby – but where and how will you reach them?

PSYCHOGRAPHIC GROUPINGS



Succeeders	<i>more money than aspirers, don't need to show it</i>
Aspirers	<i>want to have more money or status, buy flashy</i>
Mainstreamers	<i>go with the flow, don't want to stand out</i>
Free birds	<i>vital, active, altruistic seniors</i>
Settled elders	<i>devout, older, sedentary lifestyles</i>
Struggling singles	<i>high aspirations, low economic status</i>
Rugged traditionalists	<i>traditional male values, love of outdoors</i>
Renaissance women	<i>active, caring, affluent, influential mums</i>
Home soldiers	<i>home centre, family orientated, materially ambitious</i>
Priority parents	<i>family families, activities, media strongly dominate</i>
Dynamic duos	<i>hard driving high involvement couples</i>
Fun/Atics	<i>aspirational, fun seeking active young people</i>
Tribe Wired	<i>Digital, free spirited, creative young singles</i>
Individualists	<i>want to show they are different</i>
Carers/Reformers	<i>want to save the world</i>

One application of psychographics was from **Young and Rubicam Inc:**

Young and Rubicam, an American advertising agency, developed the a system of segmenting audiences by the personality called the Four Cs (Cross-Cultural Consumer Characteristics) categorisation of consumers in the 1970s; this method moved away from the idea of socio-economics (NRS see above), to view consumers in terms of their personal aspirations regardless of which socio economic group the fall into.

The Fours C's are:

Mainstreamers

At 40% of the market this is the largest segment of consumers. This group seek security in conformity and tend to buy well-established brands such as Heinz Baked Beans or Kellogg's Cornflakes.

Aspirers

This group's motivation is status and they tend to buy smart high tech and high fashion goods which will help give them a higher status image.

Succeeders

These are people who have climbed the ladder and now want to keep control of what they have; car advertisements which emphasis power and control are aimed at this group.

Reformers

This group wants to make the world a better place. They tend to be educated professionals such as teachers, doctors, etc. These people tend to buy eco-friendly products and health foods. Although this, historically is a relatively small group it is growing rapidly and as consumers they have an influential voice with

