

Target audience

Demographics

My Media campaign is aimed for the men and women aged 20-40, they want to make a difference in the world and want to make a change and educated people and what is happening around the world, and give people the truth about poverty and 3rd world countries who don't have the luxury's others take for granted.

Geographic

The audience I am aiming for are compassionate people who live in more privileged or luxuries areas and counties who are willing to help and make a difference, they have time and money to spend on these issues but care what the outcome is. People with a big social media platform are also a part of the target audience as they, can they spread out and influence people outside of this target audience. They can help raise awareness about the issue and have enough power to make a difference.

Psychographics

These people are kind and compassionate people, who care for others when they do not always have to. They want to make a difference and make other peoples situations better then what they are. These people want to see change and want innovation in the new world. These people are not afraid to make a stand and make some noise about the issue. They do not want to let things go by without trying to change it. They are very passionate about things that concern or inspire them and they enjoy seeing good change.