

# AUDIENCE 5W'S EXAMPLE



1. LINE UP

2. IDENTIFY

3. CREATE

4. DEVELOP

5. EXECUTE



## WHO?

Who is our target consumer and how do we understand them as real people?

The Good Time Guy: 18-24 male who believe now is for doing, not thinking. He is sociable and innately optimistic despite the impending responsibility.

## WHAT?

What are the key behaviours of our audience when they consume content, participate in culture, relate to technology and connect with each other?

He lives his life with his very close friends always at his side. It is a safe and effortless environment when he can have easy fun enjoying messing around, watching sport, gaming and drinking. On nights out anything is possible and he and his friends follow the buzz of what's new. Home is often a shared living space with friends where communal activities are centred around bonding as a group as well as boredom busting. He hates boredom and is open to distraction.

Content should be short, sharp and fun that provides him with fuel for chats with his mates. Communicating with friends is often about 'getting on up' and so needs to be fast and in the moment. The resulting face to face banter seamlessly moves from face to face at home and in bars to mobile text and instant messengers when the group is apart, but still competing.

## WHERE?

Where are they physically and virtually when they access channels and content?

On nights out during the week or Sunday he goes to down to earth bars to catch the game or for a bit of banter with friends.

Mid week nights in are spent sitting on the couch with his friends surfing broadcast and free online content, sport as well as competitive gaming with his mates.

Weekend days are often spent on the sofa with mates recharging or reflecting on the big nights out.

On Thursday/Friday and Saturday night they bypass the down to earth pubs and go straight for a big night out.

## WHEN?

When are they accessing channels and content?

## WHY?

Fundamental needs and motivations driving how they connect with channels and content

He lives for the moment and is always looking for opportunities to have fun with his friends. He is an entertainment addict who is happy to use all devices and channels to access fun and up to date content which fuels the bonding with his mates. He is allergic to boredom and is aware of the impending responsibility which for now he wants to keep as far away from his mind as possible.

