

TARGET AUDIENCE INFORMATION - *Sample*

Who is the target audience for Auckward Love Season 3?

NZ-based Females 18 - 34 year old
Active on more than one social media platform (Facebook plus Twitter/instagram)
Use social media to gain information and news
Sexually active or actively searching for sex
Use/have used dating websites or applications to seek relationships or sex
Active in national/governmental issues and events
Liberal governmental views and less religiously observant
Internet based viewers with subscriptions to on demand services
Active learners, driven by ambition or personal growth
Children of modern parental relationships
(divorce, single parent, live-in partner, LGBTQ+)
Open-minded and forward-thinking about racial, sexual and societal issues
Have completed work by 5pm weekdays.

What are their viewing habits?

Prefer the option of binge-watching episodes
Often engaging in social media while watching TV and Online
Downloaders of online content and international content unavailable in New Zealand
Use multiple technological and social outlets for stimulation
Seek original programming
Respond strongly to peer recommendation
Engage in posts and websites that contain brief, well written content that is easy to understand
Respond well to unbiased material

What does this mean for Auckward Love Season 3?

The full season should be available all at once for the option of binge-viewing
The content can pose unbiased yet honest and topical scenarios for our audience to engage with.
We can engage in brave and unique methods of telling stories
Our episodes need to be engaging and at a digestible length
Can explore explicit or sexual orientated content
We can engage our audience in both episode viewing and social media engagement at the same time (via viewings and Q&A's for example)
Our social media posts need to be brief, to the point and timed to coincide with a time where our target audience are most active on social media (12pm & 5pm onward on weekdays for example)
We can encourage active communication with our audience through posts on social media in regards to content and social issues.