Target audience analysis Date: \_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Target audiences** | | | | |
| **Importance** | **Who** | **Current attitude** | **Desired attitude** | **Relevant offer/ call to action** |
| High |  |  |  |  |
| Medium |  |  |  |  |
| Low |  |  |  |  |