



4.2.3 Target audience (Std, ES and EAL/D)

Maximising exposure

A good campaign will increase its reach by using a variety of modes and media and adapting the message to suit it.

Look at the range of possibilities for advertising in the table below and complete the empty spaces.

Mode	Medium	Format Add more:	Context Add more:	Target Audience
Visual, spoken	Film/ video	Music video Product placement	Cinema Television Sports ground Youtube	
Visual, spoken, written	Digital	Banner Flashing Video Animation Hyperlinks	Internet Facebook Blogs Online newspaper Phone Video game	
Visual and written	Print	Poster Advertorial Advertisement	Newspaper Billboard Poster	
Spoken	Spoken	Jingle Announcement Advertisement	Radio	

Ways of influencing behavior

What are the purposes of these advertisements and who are their audiences?

Advertisement	Purpose	Audience	Ways of influencing behaviour
Get your hand off it: Country Hip Hop Rock			
Speeding. How sorry will you be?			
Saving lives on country roads (TNSW0021 Vox Pops GENERIC Awareness 1_V1)			

