

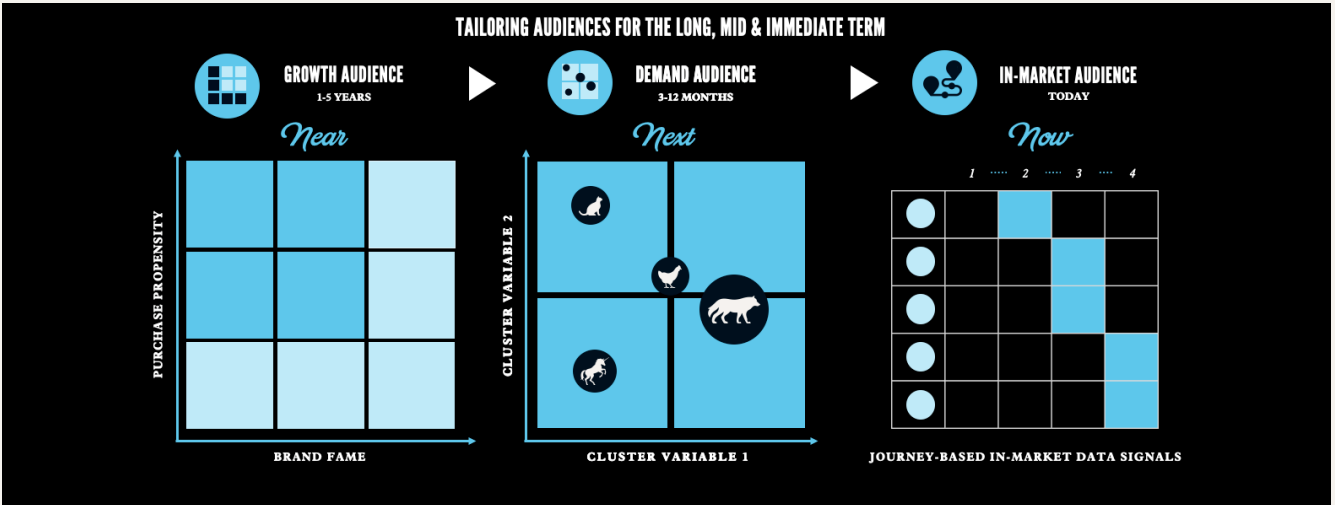
# APPENDIX 3: AUDIENCE FRAMEWORK & EXAMPLE PEN PORTRAITS

When we build audiences, we approach this on three levels:

- Firstly, we think about which audiences can bring you growth in the long term, how engaged they are in the category and what their perspective is towards your brand. This gets us to the overall **Growth Audience** - the audience that will drive growth for the brand over the next 1-5 years.
- Within the **Demand Audience** we go much deeper into your defined growth audiences and identify the segments that are most valuable to you in the near future.

Here we separate out the highest propensity consumers and remove waste. We typically do this by segmenting based on the propensity to purchase the brand (Y Axis) and the degree of 'Fame' for the brand. In this part of our approach, we focus on the people that are most valuable to our client's brand e.g. those with the most relevant lifestyle outlook and/or age cohort and higher than average usage.

- Lastly, the **In-Market Audience** will bring us growth in the now and generally display behaviours, need states or signals that we can identify to be people in market for a specific product at this moment.



We then dive deeper into our priority audiences and create pen portraits of their demographics, interests and behaviours.

