Audience Analysis Presentation

Taryn, Hannah, Henry, Aayush, Tanmay and Ryan
Advertisement 1

Subaru BRZ Commercial "Hot Car"
Target Demographic

Who is the audience/demographic?
- Ages: 16-26
- Millennial Generation

Millennials are generally perceived as narcissistic.

How did you determine that this was your target audience?
- Flashy and Stylish
- Dubstep Music
Audience Type and Messages

**Audience**: Friendly

**Direct message**: A powerful, good-looking car

**Indirect message**: Buy this car to enhance your edgy, fast paced, center of attention lifestyle
Success/Fail
Advertisement 2

Subaru Commercial Father-Daughter
Audience/Demographic

- Middle aged parents
- Ages 45-55
- Neighborhood
- Emotional Appeal
- As kids leave their house:
  - Anxious
- $61,000 Median Income
- Bachelor’s degree
Audience: Apathetic

Direct message: A safe car for teenagers

Indirect message: Associate Subaru with family and love
Which would you pick?