Identifying the Demographic Worksheet

Identifying the demographic(s) that an ad is catered to will help you determine the way in which you should deliver the copy. An ad geared toward men with diabetes will most likely differ from one attempting to attract children that like to play soccer. Practicing your identification skills on radio and television ads is great practice! Use these questions from the lesson to analyze ads in your daily media:

What are you selling? Be specific!

Who are you talking to? (General)

Who are you REALLY talking to? (Specific)

Who are you?

What choices would you make about the delivery of this message? Discuss Mood, pace, attitude, etc...)

Keep these questions handy until analyzing voice-over performances for target demographics becomes second nature!