



AD CAMP VIRTUAL INTERNSHIP

MEDIA: LESSON 2

ACTIVITY SHEET

Create a target audience plan. Pick a client and develop a media brief to outline a potential media request from the client using the categories below.

AUDIENCE PLAN CONTENT

- Who is the audience?
- What is the best time to reach them (seasonality, time of year, time of day, etc.)
- Where do they spend their media time – total time?
- Where do they spend their time that supports advertising options?
- What types of ads are available and would they engage with?
- What should our targeting direction be?
- Where can we get additional data to use for defining our audience?