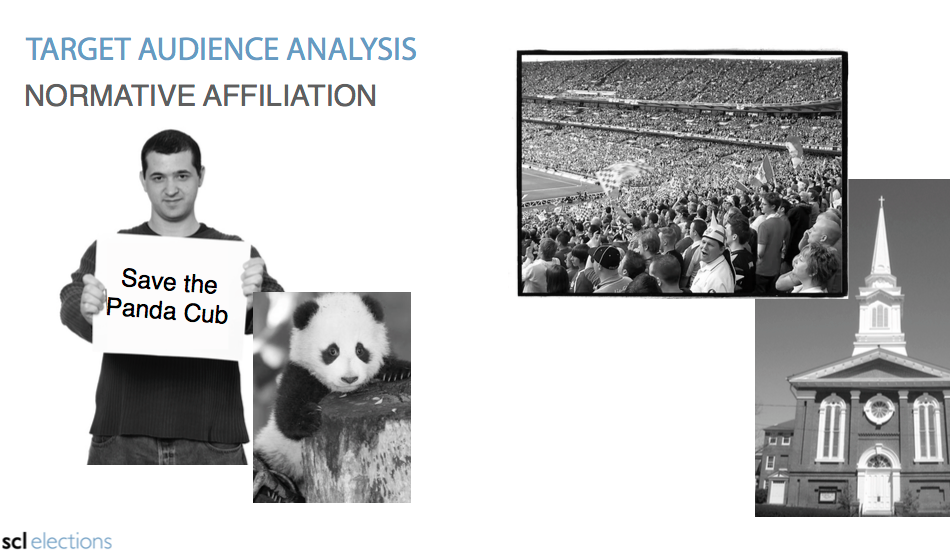
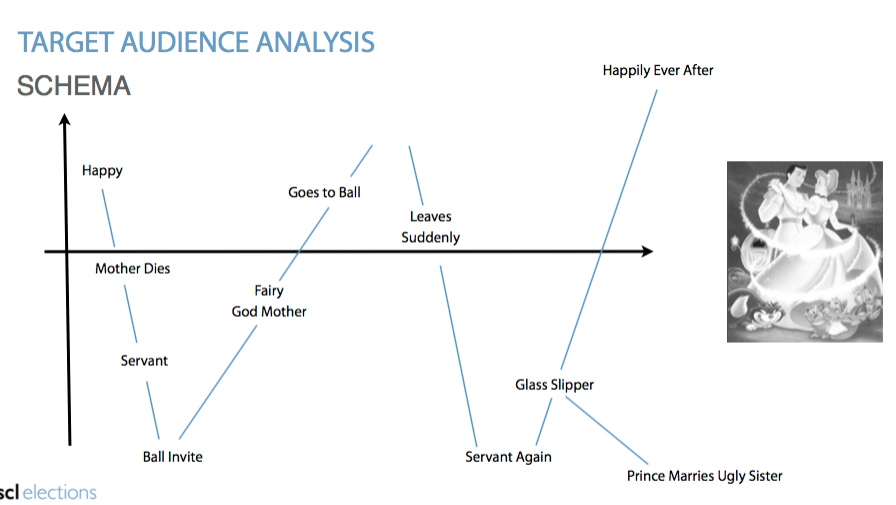
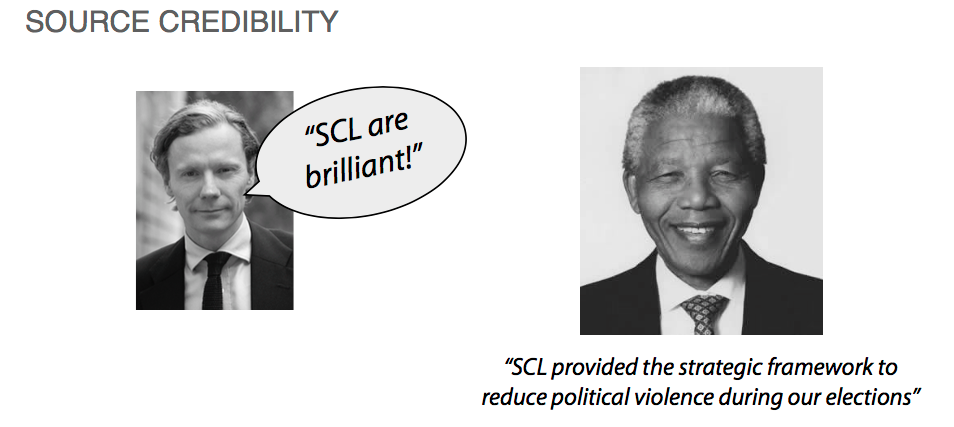
This unique methodology enables a comprehensive understanding of the opinions and motivations of key audience groups. More specifically, it offers a unique insight into the public’s perception of political figures and parties, key election issues, and underlying motivations for voting behaviour including sociological and psychological factors. 

**Different issues**: You might be interested in the animal protection or in the climate change, or in taxes. Need to identify what issues are interesting to the audience.



**Schema**: As a story that we need to tell. Storytelling is a good way to communicate and create engagement. It’s important that we are delivering a message from the beginning that way we could be more efficient in securing the commitment of a group.

**Credibility**: We might say that we are the best, it’s not credible if we say it ourselves. What is really important is the source of the message. Who is delivering the message? How to acquire that level of credibility? If Nelson Mandela says that we helped him turn down the levels of violence using our technical approach probably is more credible. Find influence to deliver effectively the message.



**Research**

Target Audience Analysis involves quantitative and qualitative research, including a large-scale survey, focus groups, expert interviews and online testing to identify key segments of the population that should be targeted.

SCL’s research & analysis of the data gathered will provide profiles of target audience with information on:

* Audience engagement and support for existing parties and political ideologies
* Relative importance of different issues amongst the audiences.
* Credibility levels different politicians and parties are when discussing issues.
* Opinions on Candidate and Party.
* Communication guidelines for audiences, including channel selection (TV, radio, digital), issues to mention and the tone.

**Methodology and Process:**

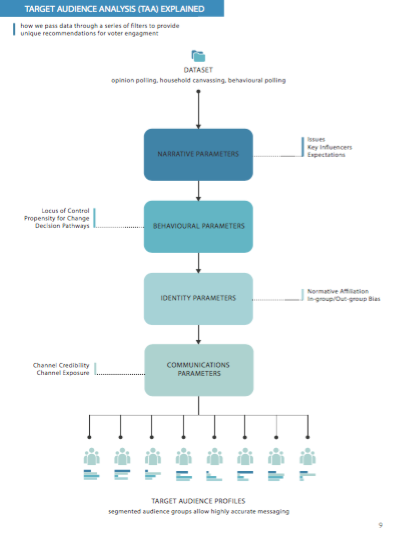
**Data Gathering:**

We will do a collection of qualitative data through interviews and focus groups to identify key issues and political attitudes that will be tested during the quantitative phase.

The research methodology involves a large-scale survey, conducted online and/or telephone which gathers large volumes of data on key issues and political opinion, underlying motivations such as propensity for change and sociological affiliation.

**Data Analysis:**

This data is then analysed by our in-house team of data scientist to define the audience profile. Which are descriptions of population segments that can be grouped together based on their characteristics.

We consider a series of factors to carry out our assessment.

**Parameters:**

**Narrative**: Explicit and implicit themes that frame audience perception of circumstances.What types of people influence political decision making? Who is going to talk? The family member, priests, teachers, unions?

**Behavioural**: Measure factors that incentivize and constrain audience actions. Outline consequences that will be expected from the actions.

Locus of Control, whether believed to control own destiny or not. How are we going to deliver so we influence the people? What are people’s persuasive key elements? Changes, what motivate people to change? What changes normal behaviour?

**Identity**:How people define themselves and which aspects of this identity are most saliend. The personal relationships, vocations, political affiliations, ethnic/religious groups, and stigmatized groups. In-group/out-group Bias.What of those groups could we focus our effort on?

**Communication**: Identify how the information is assumed so its influences decision processes. Channel credibility/exposure: Exposure/credibility. What is the best channel to broadcast our messaging. What has the highest credibility?Church / radio ? Which one is the best for each of the groups?

**Results**

Our scientists feed **quantitative and qualitative data through** these **parameters**, identifying trends and grouping the population accordingly. We will get **4-8 audiences report** and presentation.

Each audience will have key information reflecting:

* Views and motivating factors.
* Behaviour drivers.
* Issues to mention and tone.
* Messaging strategy.
* Channels for TV,Radio,Digital.
* Scheduling.
* Opinion, engagement and support for the parties and ideologies.

## Summary

Once we have all the parameters and the result of the data we will be able to break down the audience into a number of different groups with their KPIs. Different campaign strategies will be launch and deploy simultaneously.

TAA is the solution for top-down traditional approach to communication strategy. Don’t hope -get to know what motivates people to behave on a certain way and trigger that behaviour. We research to create a scientifically validated sampling (amostragem) that gets to be modeled by our data scientist and can identify what is important for a group and how to deliver it. What, when and how to deliver the key message.