



COMMUNICATION LANGUAGES AND LINGUISTICS DEPARTMENT

JANUARY TO APRIL Semester, 2025

Final Practical Exam COM 405: Audience Analysis

40 MARKS

Submission date: As per Exam timetable

Exam Overview: This exam is designed to assess students' understanding and ability to apply audience analysis concepts in real-world communication and public relations contexts. Students will demonstrate their skills in segmenting, targeting, and tailoring messages for specific audiences, as well as evaluating the effectiveness of communication strategies.

Exam Instructions:

- You are required to complete the following tasks based on a case study.
- Your responses should be well-structured, clear, and demonstrate an in-depth understanding of audience analysis.
- Ensure you incorporate the relevant course concepts such as demographics, psychographics, behavioral characteristics, and segmentation criteria.
- Your exam should be submitted in the form of a report (maximum 1500 words).

CaseStudy:

Imagine you are the Communications Officer for a national NGO focused on public health awareness in Kenya. Your organization is launching a new campaign called “**Healthy Living for All**”, which aims to educate Kenyan citizens on the importance of preventive healthcare, including regular medical checkups, balanced diets, and exercise. The campaign will run across multiple platforms, including TV, radio, social media, and community outreach programs.

Exam Tasks:

Task 1: Audience Segmentation (10 Marks)

Using the concepts learned in the course, segment the target audience for the “**Healthy Living for All**” campaign into three distinct groups based on the following criteria:

1. **Demographics:** Age, gender, income, education.
2. **Psychographics:** Interests, values, lifestyle.
3. **Behavioral:** Usage patterns, media consumption, brand loyalty.

For each segment, provide:

- A brief description of the segment.
- Relevant demographic, psychographic, and behavioral characteristics.
- Rationale for why this segment is relevant to the campaign.

Task 2: Audience Profile Creation (8 Marks)

For one of the segments identified in Task 1, create a detailed audience profile or “**persona**” that represents a typical individual from that segment. Your profile should include:

- **Name and Background:** Age, occupation, family status, etc.
- **Interests and Values:** Key values, interests, and attitudes toward preventive healthcare.
- **Behavioral Patterns:** Media consumption habits, health practices, and engagement with health campaigns.
- **Challenges and Needs:** What are the challenges this persona faces in adopting preventive healthcare practices? What are their motivations for change?

Task 3: Message Tailoring and Media Selection (10 Marks)

Based on the audience segments and profiles, propose a tailored message for the “**Healthy Living for All**” campaign aimed at the segment you profiled in Task 2. In your proposal, address the following:

1. **Message:** How would you phrase the campaign message to resonate with the target audience? Be specific about language, tone, and content.

2. **Media Selection:** Which media platforms (TV, radio, social media, etc.) would be most effective for reaching this audience segment? Justify your choices based on their media consumption habits.
3. **Engagement Strategy:** How will you ensure that the audience engages with the campaign message? Suggest interactive or participatory elements (e.g., social media challenges, community workshops, etc.).

Task 4: Campaign Evaluation (8 Marks)

After the “**Healthy Living for All**” campaign has been launched, you are tasked with evaluating its effectiveness.

1. **Engagement Metrics:** What key metrics (e.g., social media interactions, website visits, event participation) will you use to assess how well the campaign is reaching its target audience?
2. **Audience Feedback:** Describe how you would gather feedback from your audience to measure their responses to the campaign. What methods would you use (e.g., surveys, focus groups, online polls)?
3. **Improvement Suggestions:** Based on the metrics and feedback, provide one recommendation on how to improve the campaign’s effectiveness in engaging the target audience.

Assessment Criteria

Criteria	Full Marks (9-10)	Partial Marks (5-8)	Low Marks (0-4)
Audience Segmentation	Clearly defines and describes 3 distinct audience segments based on demographic, psychographic, and behavioral characteristics. Each segment is thoroughly justified with clear, logical	Defines 2 or 3 audience segments, but the segmentation lacks detail or full justification for why each segment is relevant.	Audience segmentation is either missing or incomplete, with little to no justification for relevance.

Criteria	Full Marks (9-10)	Partial Marks (5-8)	Low Marks (0-4)
	reasons for its relevance to the campaign.		
Audience Profile Creation	Full Marks (7-8): Provides a detailed, comprehensive persona for one selected segment. The persona includes relevant characteristics, behaviors, motivations, and challenges in adopting preventive healthcare practices.	Partial Marks (4-6): Provides an incomplete or less detailed persona with missing characteristics or explanations.	Low Marks (0-3): Persona is underdeveloped, missing critical information or lacks depth.
Message Tailoring and Media Selection	Full Marks (9-10): Message is well-tailored to the selected segment, with a clear rationale for the tone, language, and content. Media choices are strategic and based on audience habits, with a strong engagement strategy provided.	Partial Marks (5-8): Message is partially tailored or lacks specific details; media selection is somewhat justified but not thoroughly explained.	Low Marks (0-4): Message is generic or not tailored to the selected segment. Media choices are poorly justified or inappropriate.
Campaign Evaluation	Full Marks (7-8): Comprehensive and clear evaluation plan, including relevant metrics and data collection methods. Includes insightful recommendations based on	Partial Marks (4-6): Evaluation plan is partially developed or lacks clarity. Metrics and recommendations are weak or not fully	Low Marks (0-3): Evaluation is missing, unclear, or irrelevant. Metrics and recommendations are not well-defined.

Criteria	Full Marks (9-10)	Partial Marks (5-8)	Low Marks (0-4)
	feedback and metrics for campaign improvement.	aligned with campaign objectives.	
Overall, Clarity and Structure	Full Marks (4): Report is exceptionally well-organized, clear, and concise, with a logical flow of ideas and thorough application of course concepts.	Partial Marks (2-3): Report is mostly clear but lacks organization or has minor errors in structure. Some concepts are applied incorrectly.	Low Marks (0-1): Report is poorly structured, difficult to follow, or fails to apply course concepts correctly.

Guidelines:

1. **Be Analytical:** Use course concepts to justify each step in your analysis.
2. **Be Practical:** Your answers should be based on real-world practices in communication and public relations.
3. **Be Creative:** Tailor your responses to reflect the unique nature of the campaign.