

Key Segments Targeting Strategy

| | 1. Global Citizens | 2. Community Champion | 3. Multilateralists |
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| Bullseye Audience | Under 35; Single/Pre-Family. ABC1, Urban, College Educated; leftist skew. | Single; College / Post-graduate educated; Leftist Skew. | Urban, ABC1, skewing older |
| Media Channels | A spread of multi-media channels, over-indexing in social media. | Mix of traditional channels (TV; radio; print), with less reliance on social media. | Full mix of traditional media touchpoints, mirroring national picture. |
| Socio Cultural Priorities | Global citizens; focused on climate change and inequality between rich and poor; more positive financial outlook. | Local community/national citizens; focused on housing, climate change, economic inequality, populism. More calls for tax less, spend less approach. | European/National citizens; Climate change and growing populism are key focus areas. More positive economic and financial outlook. |
| Overseas Aid – Communications Messaging | Aid as human right and solidarity. Addressing exploitation by powerful countries, as well as legacy of colonialism. Administered by multilaterals and aid organisations. | Aid as part of shared humanity. Addressing exploitation & a global economic system favouring rich countries. Aid priorities should be health, women's equality, & debt relief. | Aid for reasons of human rights and shared humanity. Administered by Multilaterals and Irish Government. |

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| | 4. Pragmatists | 5. Empathisers | 6. Disengaged |
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| Bullseye Audience | 60+; C2DE, Empty Nesters | -50 years, female, young family, slight C2DE skew. Over-indexing on rural. | Middle aged (25 – 64), male |
| Media Channels | Heavy consumers of traditional media (TV, Print, Radio). | Focus on social media, while also considering power of online influencers. Traditional comms eg TV remains important. | Disengaged from ‘mainstream;’ media, information campaigns designed to challenge their own bubbles/echo chambers is key. |
| Socio Cultural Priorities | Primarily identify as citizens of Ireland, showing greater struggle regarding household finances. Regarding concerns, pragmatists over-index on health and an ageing population. | Local/national citizens; Less likely to view growing diversity as a positive thing. Concerns revolve around the economy and household bills. | Predominantly viewing themselves as citizens of Ireland and of local community. Pessimistic view of the economy and diversity. Concerned about immigration and fake news. |
| Overseas Aid – Communications Messaging | Aid due to a sense of justice, humanitarianism, and a shared humanity. View poverty as a result of corruption and local inefficiencies, as well as conflict. | Attributing poverty to conflict, disease and insufficient local investment – difficult to address. Aid as a basic human right. | Strong belief developing countries are incapable of progress. Misconceptions around root causes of poverty to be addressed. Aid on basis of sympathy, pity and religion. |