## Age Group Finalizing

Voting is an incredibly broad and varied subject, as it is an issue that pertains to the majority of Americans. Early in our ideation process, we realized that we needed to narrowly define our target audience in order to deliver a more practical product. In collaboration with our clients we determined that high schoolers and young voters who are making a transition to adulthood would be our focus. Our material revolves around indoctrinating young people into a lifelong identity as a “voter.”

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