Journal Entry #2 - Target marketing

At the end of 2017, I was having a stress and sleep deprivation problem. So, one night I wanted to listen to relaxing ocean waves sounds on Youtube to help me go to sleep, and then a **Headspace**-**Letting Go of Effort** **Ad** just popped up. I will use the **AIDA**model to show how this Headspace ad took me through to become their “true friend” customer. The first step is attention. When the advertisement popped up, it was my first time hearing about this application, and it immediately grabbed my attention. The second step is interest. I watched the entire ad without skipping it since I am interested in mindfulness and meditation topics. The third step is desire. As an audience of this ad, I wanted to satisfy my desire to ease my anxiety and sleep well. The final step is action. I downloaded the application on my phone on the same night, and in two weeks, I finished their high-quality free content. I was fully persuaded to take action, so I ended up subscribing to their guided meditation’s annual plan.

Youtube is full of ads, but the Headspace ad attracted me and catch my eye because of its creative visualization and the narrator’s voice. The ad then gained my interest as I felt Headspace was genuinely focusing on providing something to satisfy my need and a solution to my sleep deprivation problem. At that point, I was considered a part of their market segment. People from 18 and older of any ethnicity and gender suffer from anxiety, stress, sleep deprivation, and live in a world full of distractions and looking for a bit of stillness in the day. At the end of the ad, it was clear what action the audience should take, downloading the App on their phones.