



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

information

Target Audience

Written and Pictorial

Attractive

Advertisement

Promotion the products



GAYATHRI TEAM
3RD BA TAMIL,
SBK COLLEGE APK,
MK UNIVERSITY,MADURAI

Analysis of idea

Formating the Content

Interest

Opinion

imaginative

Eagerness



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?