

Alex Jacob

Prof. Saenz

COMM253

September 27, 2020

Audience Feedback

1)

Churros:

The bright colors and cheery graphics make the cover appealing to a younger demographic. This makes the target audience mostly male and some female children with an average economic standing, not rich, but also not struggling. Due to the target audience being children, their social status is primarily elementary - middle school students.

Go Lean:

The bland colors and dull appearing graphics make the target audience more mature than the Churros. This makes the target audience more mature, health-conscious, and not necessarily gender-biased. However, the target audience's economic standing is likely of average financial standing, more slightly leaning towards the higher status. This is because the lower the economic standing, the more insufficient insight there is to healthier foods. The social status of this audience is likely anywhere from students to wealthy individuals.

Bran Flakes:

The bland colors of the box's graphics immediately deter a younger audience from purchasing the product, making the target audience more mature and health-conscious. The target audience for *Bran Flakes* is almost identical to *Go Lean*'s audience, except that it is geared

towards individuals of a lower economic standpoint. Their social statuses are ranging from students to middle-class adults.

2) The interests and personality traits of the purchaser of each of the boxes range drastically. Starting with the *Churros*, due to the target audience being children, their interests derive primarily from cartoons and whatever they see on television. If it has bright colors and flashy graphics, the audience will be interested. As for personality traits, it is merely a generic child's personality. Continuing with the *Go Lean*, this audience's interests more closely relate to a more health-conscious group. These people care more about their impact on the world and how to continue to develop themselves. These people likely exercise and maintain a healthy lifestyle while caring about their impact on the environment around them. Finishing with *Bran Flakes* cereal. These people are generally more self-centered as they likely do not have the wealth or time of day to focus on other aspects of their life. Although this is not necessarily negative, these people are more likely to receive assistance from others and are more frugal with whatever they purchase.

3) For *Churros*, the bright colors and cartoony graphics appeal to a younger audience. Next, the cereal's sugary aspect will appeal to the "sweet-tooth" that all children seem to have. The graphics further develop the interest of the children. For *Go Lean*, the duller colors, yet cheerful graphics and nutrition facts promote the healthy lifestyle that the audience has. These people also want to find ways to better themselves and their environment. For *Bran Flakes*, the dull colors of the packaging not necessarily promote positivity.

4) Each audience that was created is distinct from each other. The audience for *Churros* is a large group of children, whose interests reside in whatever they see in cartoons. This audience is also mostly male, but still has a fair amount of females. Their full personality has not thoroughly developed; however, they are intrigued by fantasies to them, like outer space, stars, and even rainbows. The audience for *Go Lean* is a group of middle to high-class young adults to mature adults. These people are health-conscious and care about their impact on the world. They would likely enjoy topics that would teach them about ways to better themselves, like exercising, mental health, and renewable energy sources. The last audience for *Bran Flakes* is a group of low to middle-class young adults to mature adults. These people more closely care about ways to get assistance. Examples of this are how the government can further help them, possible jobs (or lack thereof) in the future, and services that should be free.

5) Possible speech topics that the target audiences would find interesting:

Churros:

How do rainbows work?

What is outer space like?

How are stars made?

What is more important: Doing what's right or being popular?

Are table manners really that important?

Go Lean:

Ways to remain in shape.

What are the ways to protect the deterioration of our environment?

Do violent video games encourage players to become violent in real life?

What is the best type of renewable energy?

Should the military budget be reduced?

Bran Flakes:

Should the federal minimum wage be increased?

Will robots reduce or increase human employment opportunities?

Should minors be able to purchase birth control without their parent's consent?

Should all elementary schools be required to teach a foreign language?

Should all people over the age of 65 be able to ride the bus for free?