

## **Look at the Label: Target Audience**

**Campaign and Social media primary target:** Mums aged 25+, particularly C2DE.

**Campaign secondary target:** Older people aged 55+, living as couples or singly.

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## **Summer Food Safety 2016: Target Audience**

**Campaign and social media primary target:** ABC1s, predominantly (but not exclusively) male, aged 18-34.

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## **Summer Food Safety 2017: Target Audience**

**Campaign and social media primary target:** ABC1s, aged 18-34, male.

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## **Festive Campaign 2015: Target Audience**

**Campaign and social media primary target:** Women with children, ABC1.

**Secondary target:** Younger people aged 21-30 in Scotland

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## **Festive Campaign 2016: Target Audience**

**Campaign primary target:** parents, aged 36-55 (although not exclusively), likely to demonstrate behaviour risks associated with the campaign

**Campaign secondary target:** younger age group, high level of behaviour risk

**Social Media advertising target:** Adults aged 26-65 in Scotland

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## **Healthy Eating campaign 2016: Target Audience**

**Campaign primary target:** C1C2 parents, both male and female, aged 25-45.

**Campaign secondary target:** Broader age range 16-55, both parents and non-parents and a broader spectrum of SEGs: BC1C2D.

**Social Media advertising target:** 25-45 year old parents in Scotland

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## **Healthy Eating campaign 2017: Target Audience**

**Campaign primary target:** C1C2DE parents of children aged 2-15.

**Campaign secondary target:** Mass awareness.

**Social Media advertising target:** 25-45 year old parents in Scotland