

5 A's Target Audience Evaluator

<i>Score each audience dimension from 1 (Low) to 10 (High)</i>	AUDIENCE OUTLINE / DESCRIPTION	AMOUNT How big is the potential audience in absolute terms?	AFFLUENCE How much available spend do they have?	ADVANTAGE How much competition is there for this space?	ACCESSIBILITY How easily & efficiently can you reach: marketing & distribution?	AFFINITY How big is their need? How much appeal is there for your solution?	OVERALL SCORE (Out of 50)
Audience 1 <i>(Name)</i>							
Audience 2 <i>(Name)</i>							
Audience 3 <i>(Name)</i>							

For (Company):

By:

Date:

Iteration: