

In their shoes: influencing profiles

This activity works the same online and in-person

Objective: This small-group activity places participants in the shoes of an advertiser to understand how political ads are designed according to different profiles of potential voters.

Participant Number: 8 - 30

Materials: Note taking materials

Duration: 20 minutes

💡 Preparation:

While no preparation is needed, the facilitator may want to adapt the campaign and the profiles to their context.

✔ Activity:

- Divide participants into four groups and give each group a profile for which they'll be designing a political advertisement.
- Assign each group a type of profile:
 - **Demographic:** A woman in her 40s, she lives in a city, at home with her daughter, and earns a middle to high income
 - **Psychometric:** An individual who is very agreeable, conscientious/hard-working, but not very open to new ideas
 - **Opinion:** This person is concerned about the rise of immigration and does not like the state interfering with school education or local budgets, their sentiment is often angry
 - **Behavioural:** This person gets up at 7am, reads several news articles, goes to school to drop off kids, and logs in to their laptop from different cafes every day.
- Set a timer for 10 minutes
- Participants should come up with an advert to encourage their profile-type to go out to vote
- The participants can choose the advertising

- channel they believe will be most effective to reach this person (e.g. radio, Facebook, TikTok, newspaper).
- After 10 minutes, each group should present their advert.

🗣️ Discussion Points

- Do participant think their profile type was easier or harder to create an advert for than the other profiles?
- Do participants think it is okay for political parties to use these profiles to target their communications? Are some of the profiles more or less acceptable than others?
- Do participants think it would be easy to create an advert that could influence their behaviour?

