



Audience Development Preliminary Plan

The purpose of the Audience Development Preliminary Plan is to lay the foundation for building a well-researched, comprehensive and measurable Audience Development Plan.

[TELUS Fund](#), [Bell Fund](#) and [Shaw Rocket Fund](#) have standardized their requirements for audience development documentation. This document outlines their requirements for an early stage Audience Development Preliminary Plan which is sometimes sufficient to apply for funding. Consult the program guidelines at each Fund to determine whether a preliminary or comprehensive audience development plan is required.

The Audience Development Preliminary Plan should include rudimentary information in five essential areas: objectives, target audience, partner plans, initial ideas for reaching and interacting with your audience, and an overview of available resources to implement the plan.

- **Overarching Objectives**

When it comes to designing an audience development plan, it often works best to start at the end. What do you want to achieve? Try to be specific with your objectives, for example:

- Drive viewership for a broadcast (or online premiere)
- Gain recognition, e.g. win awards, secure festival entries
- Monetize content, e.g. sell digital downloads
- Drive traffic to a YouTube channel

- **Target audience(s)**

Identify the audience segment or segments the project is targeting. Demographic data (age, gender, geolocation) is essential. Try to add insights about their interests, lifestyle, values, media consumption habits, activities, etc. Include research that shows how you came to identify the target segment(s) that are best suited to the project.

- **Partner Plans** – Which partners will help build audiences for the project? Partners may include, for example, broadcasters, digital streaming channels, distributors, sales agents, sponsors, venues, expert individuals and organizations, celebrity influencers, and marquee talent. Attach links to partner platforms along with a description of their plan.

- **Preliminary Audience Development Ideas** – The comprehensive Audience Development Plan you develop later will be rooted in research and align with partner



plans. At this early stage, you may already be thinking about ideas for building audiences and the places you suspect your audience may visit to interact with your content. Feel free to share a short overview of any initial concepts, key dates or events, or means by which you imagine connecting with your audience. These ideas will be explored in-depth when developing your fulsome audience development strategy.

- **Budget and Marketing Expertise** - Identify how much funding you anticipate having to execute the Audience Development Plan. Provide information on who on your team will be accountable for implementing or overseeing the audience development strategy rollout. Are you working with, or do you intend to engage an external audience development agency or marketing experts. Include letters of commitment and links to brief bios of proposed experts and agencies.

If you have any questions or feedback on these new audience development tools, please send an email to info@telusfund.ca.

Bell Fund, Shaw Rocket Fund and TELUS Fund are collaborating to drive the discoverability of Canadian content and equip content producers with new tools, insights, and knowledge to help build audiences for their projects. This Audience Development Preliminary Plan standardizes requirements across the three funders. These guidelines were developed with the expertise of [Magnify Digital](#).