



Audience Impact Plan Guide

For all funding applications, the Shaw Rocket Fund is looking at how the content will resonate with the intended child, youth and/or family audience.

An [Audience Impact Plan](#) will need to be submitted as part of your Rocket Fund application. This plan must include an Audience Development Plan, a Brand Strategy as well as a Distribution Strategy.

A preliminary [Audience Development Plan](#) must form part of your [Audience Impact Plan](#) (please see the [Audience Development Plan Template](#) for complete requirements). The Rocket Fund asks Producers to focus on the following in their preliminary [Audience Development Plan](#):

- Who the target audience is for your content.
 - o Keep in mind that there are many age ranges within child, youth and family audiences, and each age range requires different strategies. Think about where your audience is and what they can access. Also consider whether your promotional strategies should be directed at your target audience or their parents (or other influential group like educators).
- What is your Success Strategy (see [Success Strategy Guide](#)) and what will you do in your audience development plan to achieve your definition of success?
- Consider your audience touch points – what touch points are best for your target audience (or secondary audience of parents and educators), what type of content is best for each touch point, and what are your goals for each touch point.
- Digital content has become an important element in kids’ media experiences. Consider a website, games, apps, digital downloads, songs, educational tools, etc. that are appropriate for your content and will resonate with kids today.
- Always keep children’s safety and platform age restrictions top of mind. Consider how content will differ on social media, your website, or gaming sites. Will you use live/virtual interactions, contests, activities? Are these targeted to parents or kids?
- With the wealth of content available for kids, paid media is often an effective way to get in front of your audience. Outline where you’ll advertise and how often, as well as why you chose certain platforms. Ensure that you have enough in your budget to support your paid media strategy.
- Ensure that you have dedicated resources in place to follow-through on your Audience Impact Plan – identify who will be responsible for managing and monitoring your plan as well as analyzing the results. Ensure that you have enough in your budget for resources to support your plan.

Please provide information on your overall [Brand Strategy](#) for your content:

- How do you plan to build your brand or universe so that it is recognizable and discoverable by your target audience (outside of your Audience Development Plan)?

- Some content provides an opportunity for tangible materials or experiences. Are there any offline strategies that will help your program to be discovered by the target audience? Consider merchandising, toys, books, live tours, or events.
- Brand strategies can be global or targeted depending on the nature of the content. Ensure your brand strategy is appropriate and achievable.

The [Audience Impact Plan](#) should also include a [Distribution Strategy](#) that considers how your target audience is consuming content:

- Are you planning to use a singular distribution source (i.e., exclusive broadcaster or platform), or a multi-platform strategy (i.e. non-exclusive licences, “flooding the market”)?
- What is your current strategy to distribute your content? What broadcasters/distributors/platforms are confirmed, and which are still pending/in talks? Do you have a secondary strategy?
- Do you have any unique launch strategies that target your audience where they are (i.e., screenings in Roblox, screenings or clips on social media platforms, in-person community events at schools or libraries, etc.)

Refer to the [Audience Development Plan Template](#) for complete requirements.
Use the [Success Strategy Guide](#) to help build your Success Strategy.