A QUICK GUIDE ON AUDIENCE DEVELOPMENT STRATEGIES FOR STUDENTS

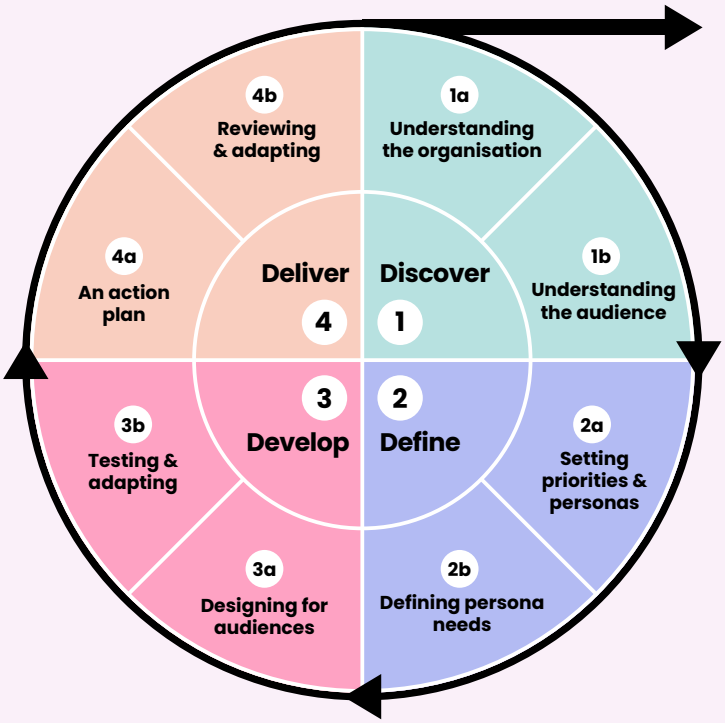
NATIONAL ARTS COUNCIL
SINGAPORE

Use this guide to develop and deliver an action plan.

Refer to the guiding prompts, recommended resources and tips from the Playbook.

Whenever this icon appears, refer to the **Audience Development Playbook.**

Scan here to read the **Audience Development Playbook.**
(Due to the large file size, please download a copy to your devices for optimal viewing.)



1 DISCOVER

a) Understanding the Organisation

Review your organisation's goals and what you want to achieve through audience development.

- Why do you want to develop audiences?
- What does this mean for the organisation?

Map out your organisation's goals using the **Organisation & Audiences Template (Pg 178).**

b) Understanding the Audiences

Build a clearer understanding of your current and potential audiences

- Which personas are you focusing on (**Young Explorers** and/or **Social Seekers**)?
- What do you currently know about them?

Identify who are your current and potential audiences using the **Potential Audiences Template (Pg 181).**

Did you know there are two personas within this life stage?

Young Explorers



*** Enthusiasts**
- Drawn to immersive and gamified experiences.
- Value the arts as a respite from academic life.

Social Seekers



*** Neutrals**
- Drawn to experiences with social interactions.
- Value the arts for opportunities to create social bonds.

***Enthusiasts:** High proportion of arts attenders and high interest.
***Neutrals:** High proportion of arts attenders but low interest.

Use the persona cards to understand their unique interests, attitudes and behaviours towards the arts.
- **Young Explorers Summary (Pg 50)**
- **Social Seekers Summary (Pg 86)**

Scan here to view more Audience Development Resources

2 DEFINE

a) Setting Priorities & Personas

Decide which persona(s) to prioritise.

- What are your audience's priorities right now?

Map out your priorities and target audience(s) using the **Priorities & Personas Template (Pg 185).**

Refine your strategy for each persona using the **Audience Development Matrix Template (Pg 186).**

b) Defining Persona Needs

Identify what they need from you.

- What motivates or deters them?
- How can you meet their needs?

Articulate who your audience(s) are using the **Create a Persona Guiding Prompts (Pg 211).**

Define what your audience(s) need from you through the **Needs Statement Template (Pg 189).**

3 DEVELOP

a) Designing for Audiences

Translate audience needs across the 6 audience development levers.

- How do their interests, attitudes and behaviours guide your decisions?
- How would you engage them using the levers?

Use the **How Might We? Template (Pg 213)** as a guide to fill out the **Audience Development Levers Template (Pg 216).**

Summarise your ideas using the **Persona Planning Canvas Template (Pg 194).**

Use the **Selecting Ideas Template (Pg 215)** to narrow down on actionable ideas.

b) Testing & Adapting

Design a prototype to test your ideas.

- How can you pilot or prototype these ideas?
- What key metrics will you test to determine success?

Map out your plans using the **Prototyping Template (Pg 196).**

Not sure how to start? Use the **Audience Journey Mapping Template (Pg 198)** to plan the audience experience from entry to exit.

When developing your publicity plans, what tone of voice and touchpoints would you use?

Young Explorers

- Lean into culture, memes and digital detox narratives.
- Content showing lo-fi behind-the-scenes moments or gamified challenges may work well.

Messaging & Framing

Tone: Light, playful, and peer-like.

Framing: Focus on respite from academics, curiosity and discovery.

For e.g. *"Go somewhere that isn't trying to teach you."*

Social Seekers

- Lean into communities and shared experiences.
- Content featuring group plans or 'tag-your-friends' formats may work well.

Messaging & Framing

Tone: Inviting, inclusive, and FOMO-inducing.

Framing: Focus on opportunities to hang out with friends; lean into the crew, not the individual.

For e.g. *"Everyone's going. Are you coming?"*

Preferred touchpoints:

- TikTok, Instagram, YouTube, Search and out-of-home placements near campuses.
- Word of mouth, influencers and content publishers that speak to the youth.

Refer to case studies and media insights for more inspiration.

4 DELIVER

a) An Action Plan

Translate your ideas into an actionable plan.

- What are the key actions, timelines and responsibilities?
- What resources or partnerships are needed?

Get all key facts on one page using the **Audience Development Canvas Template (Pg 219).**

b) Reviewing & Adapting

Track progress and continuously refine your plan.

- What is working well? What can be improved?
- How will you apply these learnings to the next iteration?

Update the **Audience Development Canvas (Pg 219)** and **Personal Planning Canvas (Pg 194)** as you continue to refine your plans.

Scan here to view more Audience Development Resources

A QUICK GUIDE ON AUDIENCE DEVELOPMENT STRATEGIES FOR ADULTS WITH NO CHILDREN

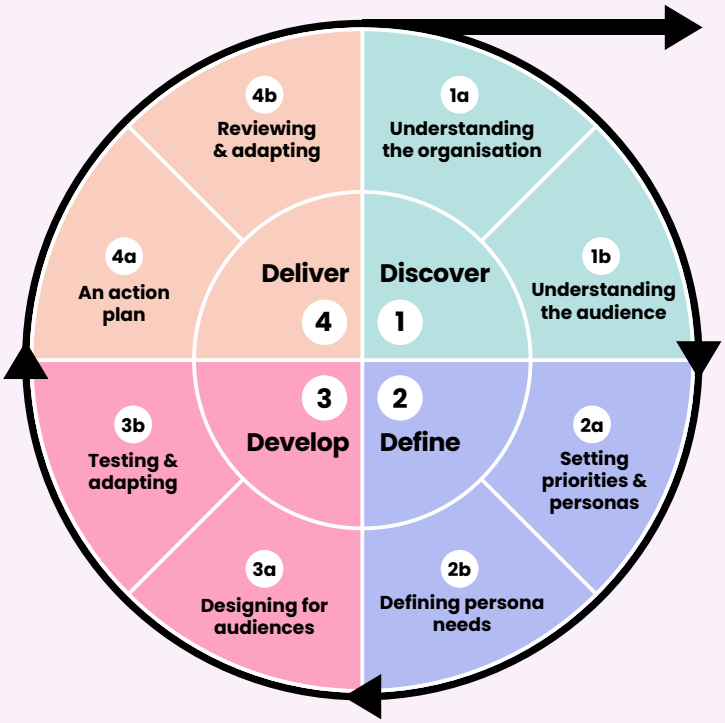
NATIONAL ARTS COUNCIL
SINGAPORE

Use this guide to develop and deliver an action plan.

Refer to the guiding prompts, recommended resources and tips from the Playbook.

Whenever this icon appears, refer to the **Audience Development Playbook.**

Scan here to read the **Audience Development Playbook.**
(Due to the large file size, please download a copy to your devices for optimal viewing.)



1 DISCOVER

a) Understanding the Organisation

Review your organisation's goals and what you want to achieve through audience development.

- Why do you want to develop audiences?
- What does this mean for the organisation?

Map out your organisation's goals using the **Organisation & Audiences Template (Pg 178).**

b) Understanding the Audiences

Build a clearer understanding of your current and potential audiences

- Which personas are you focusing on (**Discerning Connoisseurs**, **Occasional Fans** and/or **Carefree Explorers**)?
- What do you currently know about them?

Identify who are your current and potential audiences using the **Potential Audiences Template (Pg 181).**

Did you know there are three personas within this life stage?

Discerning Connoisseurs



*** Enthusiasts**
- Discerning in tastes.
- Drawn to immersive and socially relevant programmes.
- Value the arts as an important, part of their lives.

Occasional Fans



*** Passives**
- Time-starved professionals.
- Drawn to blockbuster hits, recognisable names and familiar content.
- Use the arts for work-life balance, when convenient.

Carefree Explorers



*** Enthusiasts**
- Spontaneous dabblers in the arts.
- Drawn to programmes that integrate with lifestyle interests.
- Value the arts for personal and lifestyle fulfilment.

***Enthusiasts:** High proportion of arts attenders and high interest.
***Passives:** Low proportion of arts attenders and low interest.

Use the persona cards to understand their unique interests, attitudes and behaviours towards the arts.
- **Discerning Connoisseurs Summary (Pg 26)**
- **Occasional Fans Summary (Pg 134)**
- **Carefree Explorers Summary (Pg 74)**

Scan here to view more Audience Development Resources

2 DEFINE

a) Setting Priorities & Personas

Decide which persona(s) to prioritise.

- What are your audience's priorities right now?

Map out your priorities and target audience(s) using the **Priorities & Personas Template (Pg 185).**

Refine your strategy for each persona using the **Audience Development Matrix Template (Pg 186).**

b) Defining Persona Needs

Identify what they need from you.

- What motivates or deters them?
- How can you meet their needs?

Articulate who your audience(s) are using the **Create a Persona Guiding Prompts (Pg 211).**

Define what your audience(s) need from you through the **Needs Statement Template (Pg 189).**

3 DEVELOP

a) Designing for Audiences

Translate audience needs across the 6 audience development levers.

- How do their interests, attitudes and behaviours guide your decisions?
- How would you engage them using the levers?

Use the **How Might We? Template (Pg 213)** as a guide to fill out the **Audience Development Levers Template (Pg 216).**

Summarise your ideas using the **Persona Planning Canvas Template (Pg 194).**

Use the **Selecting Ideas Template (Pg 215)** to narrow down on actionable ideas.

b) Testing & Adapting

Design a prototype to test your ideas.

- How can you pilot or prototype these ideas?
- What key metrics will you test to determine success?

Map out your plans using the **Prototyping Template (Pg 196).**

Not sure how to start? Use the **Audience Journey Mapping Template (Pg 198)** to plan the audience experience from entry to exit.

When developing your publicity plans, what tone of voice and touchpoints would you use?

Discerning Connoisseurs	Occasional Fans	Carefree Explorers
• Lean into craft culture, creative discourse, and romanticising life through the arts. • Content showing behind-the-scenes moments and collaboration with arts practitioners may work well.	• Lean into ready-made plans and bite-sized culture. • Content that demonstrates ease of incorporating the arts into their busy schedules may work well.	• Lean into solo discovery. • Content that encourages unhurried exploration through the arts may work well.
Messaging & Framing **Tone:** Curious and inviting. **Framing:** Make it feel considered and well curated. For e.g. *"An invitation to spend an unhurried hour with the artist's latest work."*	**Messaging & Framing** **Tone:** Clear and rewarding. **Framing:** Make it easy to enjoy and worth their time. For e.g. *"If you only go to one show this month, make it this one."*	**Messaging & Framing** **Tone:** Warm and easy-going. **Framing:** Focus on spontaneity and the quiet joy of exploring at their own pace. For e.g. *"Just see where the arts take you. Follow your curiosity."*

Preferred touchpoints:

- Instagram, Facebook, YouTube, TikTok, Search and Display.
- Word of mouth and lifestyle content publishers.

Refer to case studies and media insights for more inspiration.

4 DELIVER

a) An Action Plan

Translate your ideas into an actionable plan.

- What are the key actions, timelines and responsibilities?
- What resources or partnerships are needed?

Get all key facts on one page using the **Audience Development Canvas Template (Pg 219).**

b) Reviewing & Adapting

Track progress and continuously refine your plan.

- What is working well? What can be improved?
- How will you apply these learnings to the next iteration?

Update the **Audience Development Canvas (Pg 219)** and **Personal Planning Canvas (Pg 194)** as you continue to refine your plans.

Scan here to view more Audience Development Resources

A QUICK GUIDE ON AUDIENCE DEVELOPMENT STRATEGIES FOR ADULTS WITH YOUNGER CHILDREN

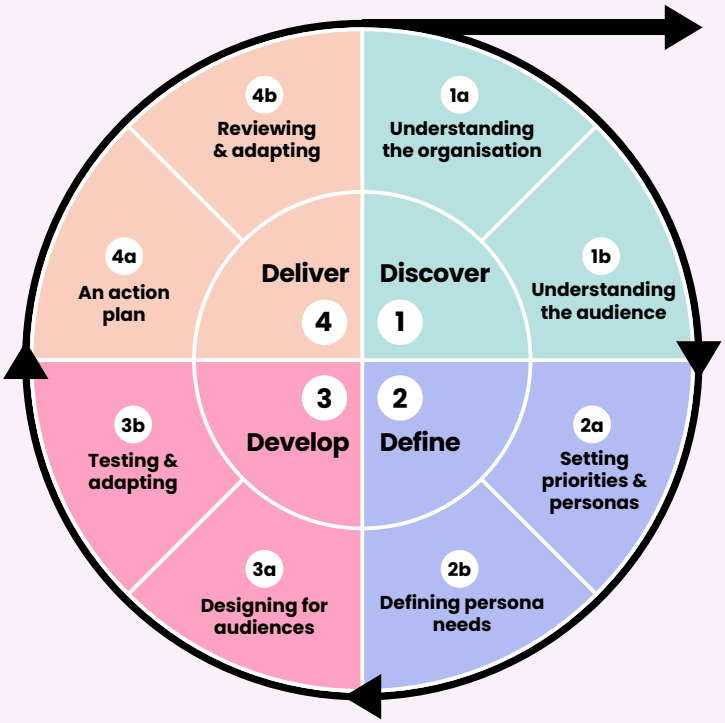
NATIONAL ARTS COUNCIL
SINGAPORE

Use this guide to develop and deliver an action plan.

Refer to the guiding prompts, recommended resources and tips from the Playbook.

Whenever this icon appears, refer to the **Audience Development Playbook.**

Scan here to read the **Audience Development Playbook.**
(Due to the large file size, please download a copy to your devices for optimal viewing.)



1 DISCOVER

a) Understanding the Organisation

Review your organisation's goals and what you want to achieve through audience development.

- Why do you want to develop audiences?
- What does this mean for the organisation?

Map out your organisation's goals using the **Organisation & Audiences Template (Pg 178).**

b) Understanding the Audiences

Build a clearer understanding of your current and potential audiences

- Which personas are you focusing on (**Supportive Parents** and/or **Preoccupied Parents**)?
- What do you currently know about them?

Identify who are your current and potential audiences using the **Potential Audiences Template (Pg 181).**

Did you know there are two personas within this life stage?

Supportive Parents



*** Enthusiasts**
- Actively introduce their children to the arts
- Drawn to arts programmes that combine family time with learning.
- Value the arts for self-care and actively engage for their children's benefit.

Preoccupied Parents



*** Passives**
- Limited time for the arts due to childcare responsibilities.
- Receptive to arts experiences that allow for family bonding.
- Will engage in the arts if it enriches their children.

***Enthusiasts:** High proportion of arts attenders and high interest.
***Passives:** Low proportion of arts attenders and low interest.

Use the persona cards to understand their unique interests, attitudes and behaviours towards the arts.
- **Supportive Parents Summary (Pg 62)**
- **Preoccupied Parents Summary (Pg 122)**

Scan here to view more Audience Development Resources

2 DEFINE

a) Setting Priorities & Personas

Decide which persona(s) to prioritise.

- What are your audience's priorities right now?

Map out your priorities and target audience(s) using the **Priorities & Personas Template (Pg 185).**

Refine your strategy for each persona using the **Audience Development Matrix Template (Pg 186).**

b) Defining Persona Needs

Identify what they need from you.

- What motivates or deters them?
- How can you meet their needs?

Articulate who your audience(s) are using the **Create a Persona Guiding Prompts (Pg 211).**

Define what your audience(s) need from you through the **Needs Statement Template (Pg 189).**

3 DEVELOP

a) Designing for Audiences

Translate audience needs across the 6 audience development levers.

- How do their interests, attitudes and behaviours guide your decisions?
- How would you engage them using the levers?

Use the **How Might We? Template (Pg 213)** as a guide to fill out the **Audience Development Levers Template (Pg 216).**

Summarise your ideas using the **Persona Planning Canvas Template (Pg 194).**

Use the **Selecting Ideas Template (Pg 215)** to narrow down on actionable ideas.

b) Testing & Adapting

Design a prototype to test your ideas.

- How can you pilot or prototype these ideas?
- What key metrics will you test to determine success?

Map out your plans using the **Prototyping Template (Pg 196).**

Not sure how to start? Use the **Audience Journey Mapping Template (Pg 198)** to plan the audience experience from entry to exit.

When developing your publicity plans, what tone of voice and touchpoints would you use?

Supportive Parents

- Lean into the child's POV and childhood development.
- Content showing how kids experience the arts or how arts help in a child's development may work well.

Messaging & Framing

Tone: Encouraging and purposeful.

Framing: Focus on growth, curiosity, and bonding.

For e.g. *"Come and have fun with your family. Give your child a new way to think, feel or create."*

Preoccupied Parents

- Lean into family time and convenience.
- Content that highlights benefits to children while keeping it manageable for parents may work well.

Messaging & Framing

Tone: Reassuring, empathetic and practical.

Framing: Focus on learning, convenience and low barriers to participation.

For e.g. *"We've taken care of the details. Just come, and the arts will do the rest."*

Preferred touchpoints:

- Facebook, Instagram, TikTok, YouTube and Search.
- Parent influencers and content publishers that cater to families.

Refer to case studies and media insights for more inspiration.

4 DELIVER

a) An Action Plan

Translate your ideas into an actionable plan.

- What are the key actions, timelines and responsibilities?
- What resources or partnerships are needed?

Get all key facts on one page using the **Audience Development Canvas Template (Pg 219).**

b) Reviewing & Adapting

Track progress and continuously refine your plan.

- What is working well? What can be improved?
- How will you apply these learnings to the next iteration?

Update the **Audience Development Canvas (Pg 219)** and **Personal Planning Canvas (Pg 194)** as you continue to refine your plans.

Scan here to view more Audience Development Resources

A QUICK GUIDE ON AUDIENCE DEVELOPMENT STRATEGIES FOR ADULTS WITH OLDER CHILDREN

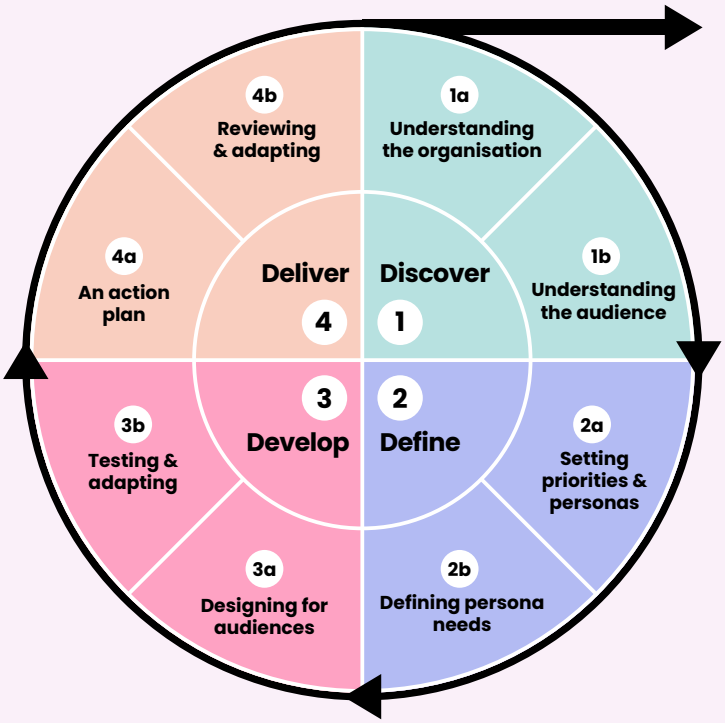
NATIONAL ARTS COUNCIL
SINGAPORE

Use this guide to develop and deliver an action plan.

Refer to the guiding prompts, recommended resources and tips from the Playbook.

Whenever this icon appears, refer to the **Audience Development Playbook.**

Scan here to read the **Audience Development Playbook.**
(Due to the large file size, please download a copy to your devices for optimal viewing.)



1 DISCOVER

a) Understanding the Organisation

Review your organisation's goals and what you want to achieve through audience development.

- Why do you want to develop audiences?
- What does this mean for the organisation?

Map out your organisation's goals using the **Organisation & Audiences Template (Pg 178).**

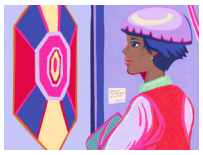
b) Understanding the Audiences

Build a clearer understanding of your current and potential audiences

- Which personas are you focusing on (**Culture Seekers**, **Nostalgia Seekers** and/or **Pragmatic Parents**)?
- What do you currently know about them?

Identify who are your current and potential audiences using the **Potential Audiences Template (Pg 181).**

Did you know there are three personas within this life stage?

Culture Seekers	Nostalgia Seekers	Pragmatic Parents
		
* **Enthusiasts** • Will seek out diverse arts experiences for personal fulfilment. • See the arts as a way to find renewed enthusiasm for life.	* **Neutrals** • Drawn to nostalgic experiences rooted in memory and tradition. • Value the arts as a way to reconnect with past passions.	* **Passives** • Will attend arts events that reinforce their values on family and social cohesion. • Not averse to the arts but tend to prefer other leisure activities.

***Enthusiasts:** High proportion of arts attenders and high interest.
***Neutrals:** High proportion of arts attenders but low interest.
***Passives:** Low proportion of arts attenders and low interest.

Use the persona cards to understand their unique interests, attitudes and behaviours towards the arts.
- **Culture Seekers Summary (Pg 38)**
- **Nostalgia Seekers Summary (Pg 98)**
- **Pragmatic Parents Summary (Pg 146)**

Scan here to view more Audience Development Resources

2 DEFINE

a) Setting Priorities & Personas

Decide which persona(s) to prioritise.

- What are your audience's priorities right now?

Map out your priorities and target audience(s) using the **Priorities & Personas Template (Pg 185).**

Refine your strategy for each persona using the **Audience Development Matrix Template (Pg 186).**

b) Defining Persona Needs

Identify what they need from you.

- What motivates or deters them?
- How can you meet their needs?

Articulate who your audience(s) are using the **Create a Persona Guiding Prompts (Pg 211).**

Define what your audience(s) need from you through the **Needs Statement Template (Pg 189).**

3 DEVELOP

a) Designing for Audiences

Translate audience needs across the 6 audience development levers.

- How do their interests, attitudes and behaviours guide your decisions?
- How would you engage them using the levers?

Use the **How Might We? Template (Pg 213)** as a guide to fill out the **Audience Development Levers Template (Pg 216).**

Summarise your ideas using the **Persona Planning Canvas Template (Pg 194).**

Use the **Selecting Ideas Template (Pg 215)** to narrow down on actionable ideas.

b) Testing & Adapting

Design a prototype to test your ideas.

- How can you pilot or prototype these ideas?
- What key metrics will you test to determine success?

Map out your plans using the **Prototyping Template (Pg 196).**

Not sure how to start? Use the **Audience Journey Mapping Template (Pg 198)** to plan the audience experience from entry to exit.

When developing your publicity plans, what tone of voice and touchpoints would you use?

Culture Seekers

- Lean into rediscovery and rekindled passions.
- Content that shows "Day in my life" or "My 5-9 after my 9-5" may work well.

Messaging & Framing

Tone: Open and inviting.

Framing: Focus on content that nourishes curiosity and connection.

For e.g. *"Join us if you're looking for a cultural activity you can do with the family."*

Nostalgia Seekers

- Lean into collective memory and throwback culture.
- Content that sparks nostalgia such as 'Throwback Thursday' and 'Do you remember this?' may work well.

Messaging & Framing

Tone: Warm, light and nostalgic.

Framing: Focus on nostalgia and shared memories.

For e.g. *"You've always loved this. Come enjoy it again with your family."*

Pragmatic Parents

- Lean into moments to bond with family and children.
- Content that highlights 'What's in it for me?' and makes access easy (i.e. swipe up links or pinned social posts) may work well.

Messaging & Framing

Tone: Clear, straightforward and useful.

Framing: Focus on making it easy to see what it is and why it matters.

For e.g. *"Enjoy weekend plans without the plan."*

Preferred touchpoints:

- Facebook, Instagram, TikTok, YouTube and Search.
- Credible news sources, parent influencers and content publishers that cater to families.

Refer to case studies and media insights for more inspiration.

4 DELIVER

a) An Action Plan

Translate your ideas into an actionable plan.

- What are the key actions, timelines and responsibilities?
- What resources or partnerships are needed?

Get all key facts on one page using the **Audience Development Canvas Template (Pg 219).**

b) Reviewing & Adapting

Track progress and continuously refine your plan.

- What is working well? What can be improved?
- How will you apply these learnings to the next iteration?

Update the **Audience Development Canvas (Pg 219)** and **Personal Planning Canvas (Pg 194)** as you continue to refine your plans.

Scan here to view more Audience Development Resources

A QUICK GUIDE ON AUDIENCE DEVELOPMENT STRATEGIES FOR SENIORS

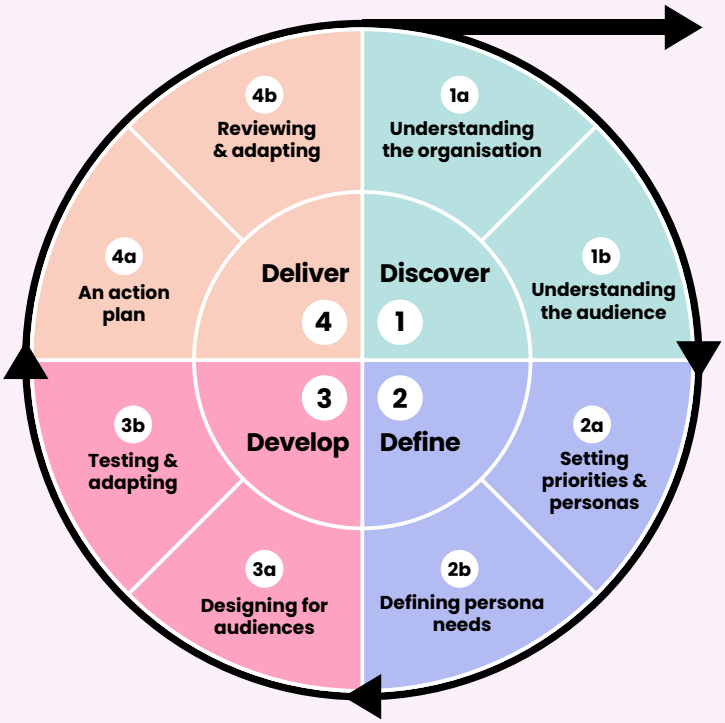
NATIONAL ARTS COUNCIL
SINGAPORE

Use this guide to develop and deliver an action plan.

Refer to the guiding prompts, recommended resources and tips from the Playbook.

Whenever this icon appears, refer to the **Audience Development Playbook.**

Scan here to read the **Audience Development Playbook.**
(Due to the large file size, please download a copy to your devices for optimal viewing.)



1 DISCOVER

a) Understanding the Organisation

Review your organisation's goals and what you want to achieve through audience development.

- Why do you want to develop audiences?
- What does this mean for the organisation?

Map out your organisation's goals using the **Organisation & Audiences Template (Pg 178).**

b) Understanding the Audiences

Build a clearer understanding of your current and potential audiences

- Which personas are you focusing on (**Sentimental Silvers** and/or **Pragmatic Silvers**)?
- What do you currently know about them?

Identify who are your current and potential audiences using the **Potential Audiences Template (Pg 181).**

Did you know there are two personas within this life stage?

Sentimental Silvers



*** Neutrals**
- Drawn to traditional, familiar formats, such as free community events.
- Value the arts as a way to improve wellbeing.
- May attend if accompanied by others.

Pragmatic Silvers



*** Passives**
- Has longstanding beliefs on the limited practical value of the arts.
- Receptive to experiences that are practical and meaningful.
- See the arts as a source of local pride and patriotism.

***Neutrals:** High proportion of arts attenders but low interest.
***Passives:** Low proportion of arts attenders and low interest.

Use the persona cards to understand their unique interests, attitudes and behaviours towards the arts.
- **Sentimental Silvers Summary (Pg 110)**
- **Pragmatic Silvers Summary (Pg 158)**

Scan here to view more Audience Development Resources

2 DEFINE

a) Setting Priorities & Personas

Decide which persona(s) to prioritise.

- What are your audience's priorities right now?

Map out your priorities and target audience(s) using the **Priorities & Personas Template (Pg 185).**

Refine your strategy for each persona using the **Audience Development Matrix Template (Pg 186).**

b) Defining Persona Needs

Identify what they need from you.

- What motivates or deters them?
- How can you meet their needs?

Articulate who your audience(s) are using the **Create a Persona Guiding Prompts (Pg 211).**

Define what your audience(s) need from you through the **Needs Statement Template (Pg 189).**

3 DEVELOP

a) Designing for Audiences

Translate audience needs across the 6 audience development levers.

- How do their interests, attitudes and behaviours guide your decisions?
- How would you engage them using the levers?

Use the **How Might We? Template (Pg 213)** as a guide to fill out the **Audience Development Levers Template (Pg 216).**

Summarise your ideas using the **Persona Planning Canvas Template (Pg 194).**

Use the **Selecting Ideas Template (Pg 215)** to narrow down on actionable ideas.

b) Testing & Adapting

Design a prototype to test your ideas.

- How can you pilot or prototype these ideas?
- What key metrics will you test to determine success?

Map out your plans using the **Prototyping Template (Pg 196).**

Not sure how to start? Use the **Audience Journey Mapping Template (Pg 198)** to plan the audience experience from entry to exit.

When developing your publicity plans, what tone of voice and touchpoints would you use?

Sentimental Silvers

- Lean into their daily habits.
- Content that emphasises companionship such as attending events with friends and family may work well.

Pragmatic Silvers

- Lean into easy tutorials.
- Content highlighting the practical value of the arts and the ease of enjoying them at home may work well.

Messaging & Framing

Tone: Warm and familiar.

Framing: Focus on clarity and comfort over excitement.

For e.g. *"Watch old favourites performed live – with new friends."*

Messaging & Framing

Tone: Simple and down-to-earth.

Framing: Focus on incorporating the arts into their existing daily routine.

For e.g. *"Come for a short show that fits neatly between errands – right here in your neighbourhood."*

Preferred touchpoints:

- Facebook, out-of-home (near homes/amenities), Search and YouTube.
- Trusted news and community publishers.

Refer to case studies and media insights for more inspiration.

4 DELIVER

a) An Action Plan

Translate your ideas into an actionable plan.

- What are the key actions, timelines and responsibilities?
- What resources or partnerships are needed?

Get all key facts on one page using the **Audience Development Canvas Template (Pg 219).**

b) Reviewing & Adapting

Track progress and continuously refine your plan.

- What is working well? What can be improved?
- How will you apply these learnings to the next iteration?

Update the **Audience Development Canvas (Pg 219)** and **Personal Planning Canvas (Pg 194)** as you continue to refine your plans.

Scan here to view more Audience Development Resources