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| Who is the target/primary audience? | Young kids aged 2-8. |
| Who is the secondary audience likely to be? | Preferably Parents of any age. |
| What is the main/primary purpose? | To Entertain the viewer. |
| What are the secondary purposes? | To Educate the viewer. |
| What platform/s will it be seen on? | Soundcloud audio platform. |
| Are there any timeframes/deadlines associated with the project? | 7th of December 2016. |
| Are there any indications of the kind of content and style of the audio book? | Research portfolio, market research |
| What else do you feel the brief asks you to do? | Research portfolio, market research, production evaluation, screenshots of the process, cover image |

**Brief Analysis Template**