

## T-Shirt Theme Investigation Questions

### 1. What is the theme of your t-shirt?

The theme of my shirt is anime, Japanese cartoons, particularly fans of the shows Attack on Titan and Fullmetal Alchemist, due to the fact that the characters on my shirt are from those TV shows. The characters on my shirt can be categorized as the "underdogs" of the shows. My shirt will have a fantasy feel to it, due to the fantasy themes of the shows. It's meant to have a dramatic feel to it.

### 2. Who is your target audience? Describe with regards to age, gender, social and economic background.

The target audience is people who watch anime or people who read manga. The people that will be wearing these shirts are people who are from the ages of 12 to 35. The gender of the people who will be wearing the shirts is unspecified. The anime and manga community is mostly balanced when it comes to gender. The social background of the people who wear the shirts will be from a low to mid-high social background. The manga/anime community is common, but those who aren't are usually negative towards it, thus resulting in a low social background. The economic background for the people who buy/wear the shirts would be at a usual economic standpoint, although it could also come from a higher economic background. ✓

### 3. Why will it appeal to the target audience?

My shirt will appeal to the target audience because it has two characters from two different shows in the anime franchise. I have two characters that both fill the "underdog" role, hence the caption "underdog". Since I have two characters from two different shows, my shirt would appeal to two different fan groups (Attack on Titan and Fullmetal Alchemist Brotherhood) within a large fan group (The Anime Community). These shows are very popular in the anime community, so there is a high chance that anyone that is part of the anime community would know at least one of these characters. One of the characters is part in an anime that has fans that aren't even part of the "anime community", due to some elements that are uncommon in other anime. Overall this shirt would attract a decently sized consumer platform. ✓