

# A deep dive with a key audience for a global broadcaster

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Case study

Giving a global broadcast media company a better starting point to create relevant, engaging content delivered through multiple platforms.

## Overview and approach

We shared rich insights that created a shared understanding of our client's target audience and a clearer focus on important content themes.

- Diary study with 24 respondents to highlight audience habits, spontaneous behaviors, and areas of opportunity.
- Depth interviews with engaged respondents to further probe areas of interest.
- Workshop to create insight and actionable recommendations to inform content and design decisions.

## The challenges

- Enable the client team to create an informed multi-channel strategy for daytime content.
- Understand how digital media fits into the daily routine of a specific audience group.

- Understand what content is engaging and why.
- Explore which channels and devices are used to consume content.

## The solution

### **Phase 1: Diary study**

We conducted a one-week diary study to understand how our client's target audience, women aged 25 – 45 in the UK, consumed daytime media.

Diary studies are great for understanding people's habits, attitudes, and patterns of behavior over time. They help us learn about and identify a specific target audience and understand how a product or service fits naturally into their day-to-day lives.

- Participants were encouraged to send photographs to capture what they were reading, watching, or listening to and their environment – in essence, an online scrapbook of their experiences.
- This method allowed us to gain a richer understanding of the user's interests and media consumption habits over time.
- We identified global themes, such as why certain channels were more compelling, and content themes, such as topics of interest around family, education, career, etc.

- These insights helped build an overarching view of the audience and how our client could produce content to meet their needs.

## **Phase 2: Depth interviews**

After the week-long diary study, we conducted qualitative interviews with 11 of the most engaged users. We were able to probe areas of interest that were identified in the initial diary study.

We also asked participants direct questions about their views of our client's current daytime media offering. This helped us build a clearer picture of what the audience liked and disliked about the content being offered and the channels it was being shared across.

As we synthesized our findings, three distinct sub-groups emerged, each with quite different goals, habits, and content interests. We created rich, visual documentation of these groups for sharing and re-use across the organization.

## **Phase 3: Using insight to form strategy**

### **Workshops with our client**

After a week of diary studies and a week of depth interviews, we had a wealth of data to sift through. We presented our findings to the client and led a working session to answer the following questions:

- Who is the future digital target audience?
- Where can they reach this audience?
- What content would appeal to this audience?

We compared the client's current brand promise to what our insights identified as the target audience needs. Aligning the two helped establish experience design principles that would describe what our client wants viewers to remember about their experience with their brand across their broadcast, website and social.



## **The impact**

Our insights brought the target audience into a sharper view. We developed six experience design principles to help our client's content producers and digital channel managers create greater audience engagement.





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