

Media Analysis

Objectives. A major European sports channel was interested in launching a new premium channel within the United States to a select subscriber base. While they had a clear understanding of the availability of similar programming and the cost of such services, and had an idea of who they thought might be interested in purchasing this service, they needed to validate their consumer target markets and their willingness to pay prior to launching the new television channel. Additionally, although they had an established brand in Europe, they needed to understand about their brand perception and awareness in the United States prior to commencing their marketing programs.

Challenges & Methodologies. In the two phases of the project, we instituted a complete market research project including survey design, implementation, and analysis in a very short amount of time. Through our research we determined the quality, size, demographics, ethnographics, psychographics, and geographic location of their target markets. We also measured the brand perceptions and awareness of these target consumers, and how this differed by market, helping the company optimize its marketing communications (and spending) within these markets.

Outcomes. The company utilized our findings as a primary basis for their sales and marketing strategy, focusing on the customers we identified would offer the maximum subscriber revenues and using the market information to more effectively solicit advertisers. The result was that the company exceeded its subscriber goals and achieved early success with advertisers due to the information we provided.