

# Case Study: Assessing the Effectiveness of Asian Digital Show episodes

How Emozo helped a client understand how episodes of a hugely popular, local language digital show engaged its audiences and affected the perception of the featured brands.



## Southeast Asia Media & Entertainment

Company bio  
Global Media and Entertainment brand portfolio active in major Southeast Asian markets, offering content in English as well as regional languages.

"What sets Emozo apart is their innovative platform. They've created a tool that's not just about data, but real insights."

Director, Research & Insights

## Overview

Emozo's client wanted to ascertain the appeal and effectiveness of the episodes of its signature, digital show in the Philippines. Emozo designed and executed a comprehensive study, leveraging its proprietary platform, and helped the client understand if the episodes were indeed creating positive sentiments in the audience. Other objectives were to dive deep into the audience's likes and dislikes to surface improvement ideas - for the show.

# of Assets Tested

3

Avg. Video Length

15 MINS

Sample Size

225

MOBILE RESPONSES

67%



## Challenges

The primary challenge was to reach the right audience and collect authentic feedback. Also, given the relatively high Lol, there was always the risk of drop-offs midway through the data collection process, and that needed to be avoided too.

As is also fairly common in such cases, the client wanted to tag on a whole bunch of other questions to the survey, to get data on a set of secondary objectives. The Lol was at risk of being even longer.



## Approach

The basic approach was to design and execute the survey on Emozo's own platform and leverage all built-in features that ensure that the quality of collected data is always high. Fairly stringent Screeners were used to select the right audience and some of the secondary goals were dropped to keep the questionnaire to a reasonable length.



## Solution

Emozo worked with the clients to design a comprehensive questionnaire around the episodes that served as the stimuli. The audience was screened and selected carefully, following detailed specs. The entire study was executed on Emozo's proprietary feedback platform.

Over a period of a week, 230+ responses were collected from over 2100 willing participants. Emozo's platform delivered near-real-time reports to the clients. Using those, clients could precisely identify how the audience resonated with specific creative and story elements, on a frame-by-frame basis. A comprehensive deck with the final numbers and all the insights was also delivered.



## Results

The results clearly demonstrated that the show appealed to the audience and was able to create positive sentiments about the featured brands. The show's host showed up strong as well.

There were additional insights into the audience's media consumption habits and one major improvement area, that had the potential of creating significant commercial value for the brands, was identified.

"It's can be a bit tricky when the audience responds to long stimuli on mobile devices. The fact that we had almost no mid-survey drop-offs confirmed for us, once again, that our platform delivered a really good experience."

Nikhil V.  
Principal Engineer - Platform



Emozo is a DIY Research & Feedback collection platform, for stated and unstated responses. Our special sauce is our ability to use behavioral and emotional insights to solve brand, messaging, and experience challenges. Our clients use us to better understand CONSUMERS & MARKETS and to create/deploy the most COMPELLING DIGITAL CONTENT.

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