

Case Study: Understanding the appeal of celebrity-hosted web series and the progress on sponsoring brand's re-positioning journey

Measuring audience engagement across multiple episodes of sponsored web series and understanding if the show's effective in moving the brand forward in its re-positioning journey.



India Communications Agency

Company bio
Diversified communications group working across Advertising, Media, Analytics, Outdoor, Events, PR, etc., serving over 500 clients.

Overview

Emozo's client wanted to understand if their long-running and apparently popular web series appealed to its audience and whether the show and its celebrity guests were effective in driving the brand's re-positioning across 6 markets in India.

"Emozo helped us establish the value of our work to our clients, who were happy to note the progress in the brand re-positioning."

- CEO, Digital

Tests

4

Avg. Episode Length

9 MINS

Respondents

1202

On Mobile phones

65%

Study Completed in

12 days



Challenges

The primary goal was to understand the appeal and engagement across 6 key markets in India, The level of branding in the show was light to start with and the brand itself was in the process of being re-positioned. The show's effectiveness was also affected by the choice of celebrities, as their popularity across locations was definitely not uniform. The challenge, thus, was to design the RIGHT set of QUESTIONS to ask and reach the RIGHT profile of RESPONDENTS and ensure an adequate number of responses in the time allocated. Given the length of the episodes, the risk of abandonment was always high. The platform thus needed to provide a SMOOTH EXPERIENCE (for the respondents) to ensure that the collected data was both complete and accurate.



Approach

Given the length of the episodes involved, the basic approach was to design a questionnaire that was not too long and did not put too much cognitive load on the respondents. In terms of data analysis and reporting, it was decided to cut the results by populations that were aware (we were testing Season 6 episodes, after all) and unaware of the show. Engagement scores were compared across the different components of the story-arc (all episodes followed the same story-arc) to allow true comparisons and deeper insights.



Solution

A comprehensive survey was designed using Emozo's platform, intended to collect both stated and unstated responses. A detailed SCREENER section was utilized to weed out people who did not meet the specifications.

Working with its First-party Data Access Provider partner, Emozo reached out to over 12000 potential respondents to secure 1200 responses. Data collection took a bit longer than usual, given the challenges involved. For every individual study, clients had access to standard reports on Emozo's platform, right after the first response came in. The final report, providing overall series-level data and insights, across the individual episodes, was delivered in 8 days (from the launch).



Results

The data collected established the show's popularity and effectiveness among the population surveyed. Progress around the re-positioning of the brand was also evident. At the client's request, the Emozo team conducted a deeper analysis of the collected responses and turned around a comprehensive report that surfaced further insights.

Some key insights unearthed were:

- The show was enjoyable and effective.
- The level of branding incorporated into the episodes was just right.
- The show was effective in driving the brand's re-positioning, and, the efforts (in that direction) needed to continue.
- The choice of celebrities was a key factor in determining the show's appeal and regional variances did color the picture.
- Humor worked, in enhancing appeal, across celebrity choices and regional preferences.



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.

www.emozo.ai