

CASE: FEMINA

TARGET GROUP STUDY WITH READER PORTRAITS

What is needed to maintain and
develop the revenue base?

femina



“

WE SOLICITED BIDS ON THE JOB FROM FOUR POTENTIAL SUPPLIERS.
IPSOS SIMPLY JUMPED OUT OF THE FRAMEWORK WE HAD IMAGINED FOR THE
ANALYSIS AND PRESENTED A WINNING ARGUMENT, SO WE HAD NO DOUBT.

Analysis Consultant, Aller Media A/S





Video portraits of readers gave Aller Media an edge in reporting and a practical tool for operationalising the results across the organisation. ”

FEMINA CASE

FEMINA is Denmark's oldest weekly magazine – and a major ad medium. The battle for consumers' time has intensified and along with it the constant need for in-depth understanding of the readers. It is essential to be able to capitalise on the digital media, for example, as readers are moving out onto new platforms. **The target group study brought Aller even closer to consumers and their world.** Ipsos was in the homes of core FEMINA readers – all the way into their wardrobes and fridges. Video portraits of readers gave Aller Media an edge in reporting and a practical tool for operationalising the results across the organisation. In addition, of course, to practical input on how the content and revenue base could be developed in the future FEMINA universe.

THE CHALLENGE

FEMINA wants to get really close to and all the way around the target group, and understand the use of FEMINA in a context.

The analysis must provide answers to:

- How can FEMINA create synergy among the magazine, the digital platforms and events and other reader-orientated activities?
- How can FEMINA move towards the future FEMINA universe?
- What is needed to maintain and develop the revenue base?

ANALYSIS SOLUTION

- Six home interviews with tours, to get really close to reading context, motivations, values and consumption behaviour;
- Six focus groups with workshop elements and reader scrapbooks, as well as the chance for editors to speak directly with readers;
- Four video portraits of core readers to put flesh and bones on the FEMINA persona.
- A voxpop video clip based on all the focus groups, where readers themselves can convey their unfiltered needs, concerns and advice;

PAYOFF'S

Case result examples:



Direct access to consumers and practical input into how FEMINA can meet readers' everyday needs and create a sense of community around the brand.



Lively and easily accessible knowledge in the form of video portraits, which can be used continually across the organisation.



A number of concrete recommendations on how the synergy among the various platforms can be better exploited.

ALLER MEDIA'S ASSESSMENT

- "The report and presentation material were very specific, as were the recommendations, and that is what makes it different from an analysis that ends up lying in a drawer. On the contrary, the analysis helps foster a joint development direction, and we have got a common internal language. That really means a lot."
- "We are very pleased that Ipsos challenged us to include video-portraits in the task. The films have made a huge difference internally. We find that Ipsos always has more tools in their box than we ourselves necessarily ask for from the start."
- "We are really pleased with the collaboration. Ipsos goes to work with commitment, and we have good flow. The only luxury problem we now face is that several other editorial boards enquiring after the same thing."

“ We have previously worked with personas, which were useful, but also a little cold, flat and static. Here the video portraits are incredibly inspiring, because they are concrete and add many more details, emotions and specificity. The idea catalogues we develop on the basis of this analysis are much better than those from the traditionally construed analysis.”

Analysis Consultant, Aller Media A/S

BE SURE. MOVE FASTER.

Ipsos' target group analysis and segmentation tools help identify your consumers' feelings, behaviours and motivations.

They are especially useful when you are working on developing and differentiating your brand, and exploiting holes in the market.



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