

Pick Me, Love Me, Share Me

Bite Sized Thought Piece

2014

At Ipsos MediaCT, we have expertise in all stages of content development and execution. We know just how important delivery of high quality, stand-out content is to attracting audiences, particularly as competition for attention is greater today than ever before. The need to provide the most compelling content and optimise its performance has driven Ipsos MediaCT to develop Pick Me, Love Me, Share Me: a new framework for understanding audience relationships with media content and brands. This framework has been designed to take into account some of the eccentricities of media brands, which we know cannot always be understood through traditional brand metrics alone.

Firstly, the consumers' consideration set is not clearly defined. Often, when we choose to consume, we are not merely selecting between programmes (or webpages or articles, depending upon the media under question). Unlike an FMCG purchase, where a specific product is required and choices between relevant brands are made, media audiences make much broader decisions. They may choose between live TV / catch up / on demand, reading, talking to friends or visiting the pub, and the needs to be fulfilled are constantly in flux, depending on circumstances and mood. Once audiences choose to consume content, switching costs are often then minimal; we can quickly change the channel, turn the page or navigate away if it is not quite to our liking, with time being the only investment wasted.





The pace of technological change means choices available to consumers are constantly evolving, as more options emerge, often for free and at the touch of a button. Digital platforms facilitate instant scale, particularly in the age of viral content, with brands having opportunity to realise overnight success and attract eyeballs away from existing competition. The speed with which content can be accessed, shared and discussed can also magnify their success, or otherwise, where often the winner takes all.

Commercial content providers have more than one stakeholder type driving their

revenue: audiences and advertisers. At times their needs will be in tandem, but on occasions they will clash, leaving content providers with the essential task of ensuring both audiences and advertisers are satisfied.

Pick Me, Love Me, Share Me has been developed with all of this in mind, by a specialist team who understand how media content and brands operate in this fast paced and dynamic landscape. It comprises three tailored metrics, underpinned by a concise set of questions that can be added to any tracker or standalone survey:

- 'Pick Me' is all about stand out and potential for further growth
- 'Love Me' signifies connection and share of attention
- 'Share Me' focuses on action, including how relationships with audiences can be monetised. It comprises repeat viewing, propensity to pay, sharing with others and openness to advertising.

Importantly, Ipsos MediaCT have developed a constantly growing database of sector specific benchmarks for these measures, to enable comparison of individual content's scores.

INITIAL FINDINGS

Pick Me, Love Me, Share Me has uncovered key differentiators between some of the UK's best loved TV programmes, providing valuable insights to inform future strategy for those brands. A selection of topline findings are provided here (see Figure 1).

As a high profile showpiece, it is not surprising that X Factor shows limited room for growth in its current form, beyond those who do not tune in already. Programme perceptions are firmly established and opportunity to view is high, meaning those to whom the content appeals are already likely to watch (Pick Me). Future strategy should therefore focus on maximising connection

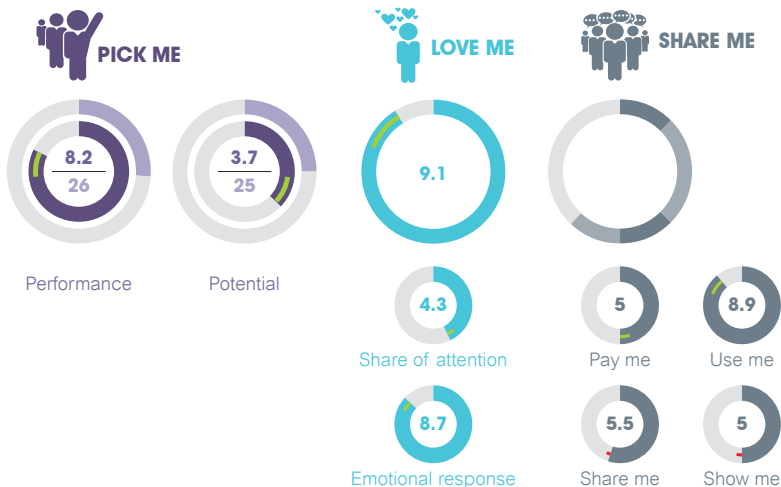
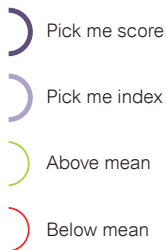


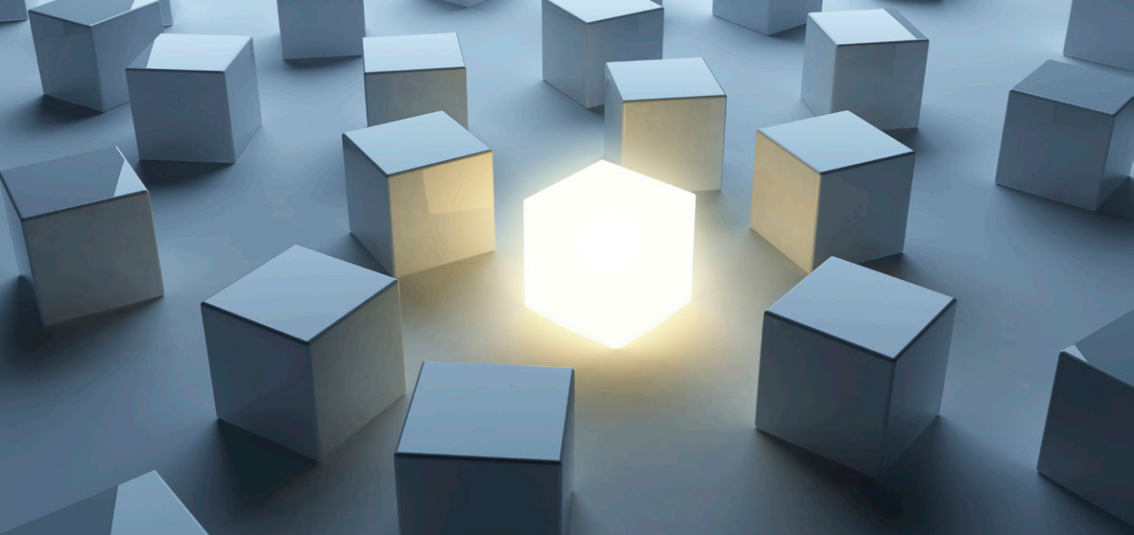
and the proportion of time attributed to X Factor over other similar formats (Love Me), as well as capitalising on monetisation opportunities, through an audience's willingness to generate buzz and be exposed to advertising, over and above similar programme brands measured (Share Me).

In contrast, Downton Abbey exhibits significant potential for growth beyond its already large audience base. This is particularly true amongst younger audiences, for whom existing schedules or catch up may not be hitting the spot and where opportunity could be rife. Current viewers

display especially strong connections, providing benefits to the channel brand through association. Above average willingness to pay combined with an appetite to view more also spell potential for spin offs, exclusive content or similar, particularly in light of impending channel launches. However, facilitation of sharing could be optimised, as performance lags behind programmes such as TOWIE despite superior ratings (and likely due to the profile of audiences attracted). A focus on social media could potentially be key to unlocking potential amongst those young audiences to whom the content appeals.

PLSme! Downton Abbey





Our specialist team of researchers are applying the Pick Me, Love Me, Share Me framework to our many tools and approaches. They are on hand for each project to provide expert analysis and actionable recommendations, to help optimise performance at all stages of the Pick Me, Love Me, Share Me process.

Our framework has been tested across international markets, with a focus not only on TV but also on smartphones, tablets, gaming, news, video on demand and radio. If you would like to understand more about how consumers pick, love and share media content across any of these sectors and more, please do get in touch.

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