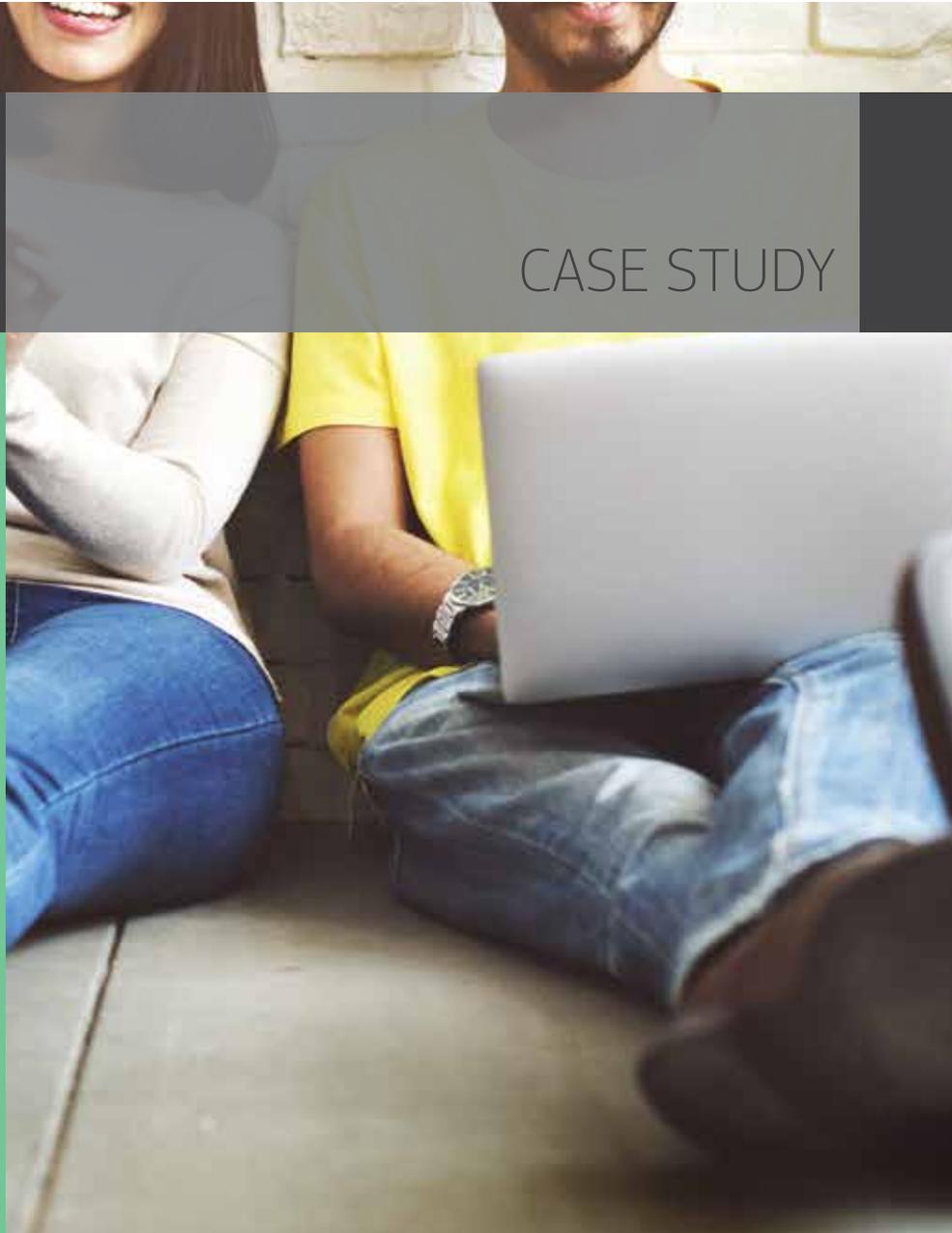




## CASE STUDY

How A Leading Media And Entertainment Company Built Brand Stickiness With Youth In India



### About The Client

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The client is a leading media and entertainment conglomerate with a presence in 100+ countries. They reach approximately 650 million viewers a month across India alone.

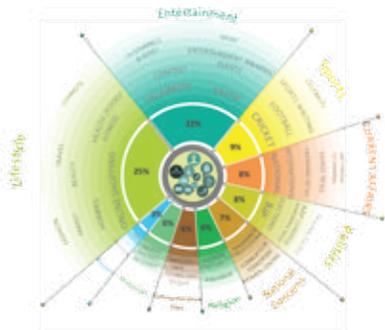
### The Problem

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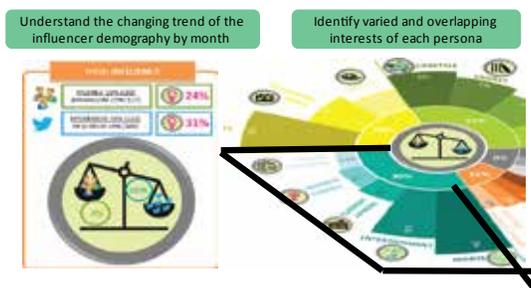
With a surge in entertainment options, capturing the attention of millennials has become a common challenge in the Media and Entertainment industry. The client wanted to understand the interests, attitudes, behaviors, and concerns of Indian youth to make content production and syndication decisions that will improve viewership and brand stickiness.

Since India's online user base is growing at 3x as compared to the world and the voice of Indian youth is prominent online, the client approached Brillio to help them understand the Voice of Customer through social analytics.

PLAN CONTENT THAT WILL INTEREST THE YOUTH



PUBLICIZE CONTENT TO RELEVANT AUDIENCE (YOUTH PERSONA)



IDENTIFY OPTIMAL WAYS TO GAIN MAXIMUM YOUTH TRACTION



## The Solution

Brillio worked with the client to define key questions that needed to be answered:

- Who is the relevant audience and what are their interests?
- What are they talking about?
- What influences them and triggers their interest?
- Are we providing content that youth is interested in? What topics will help engage them?

Brillio studied and analysed 101K conversations and 3 million tweets spanning a period of six months to answer these questions. Study Methodology and Data Diagnostics were used to make recommendations in line with client's business goals.

## Business Benefits

Brillio's findings helped the client better understand the preferences of young women and they went ahead and designed a new entertainment show with a focus on women.

The client also gained interesting insights in to target audience preferences and planned content promotion strategies based on the same.

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