

audiense:

An audience connection
success story



Profile:

Fred Graver

Client Sector:

Entertainment

Audiense Usage:

Audience Identification
and Understanding

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I often wondered how I could accurately portray different characters for different audiences. Audiense helped me by identifying these audiences, allowing me to “listen” to them and understand them. They put together the psychological traits of the character I needed to create, and I was able to keep those traits in the back of my head as I was writing.

Fred Graver

TV writer and producer

How AI-enhanced audience research got an Emmy winner’s new show off the ground.

Fred Graver is a four-time Emmy winning TV writer and producer. In a career that spans 35 years, his credits include Cheers, The Jon Stewart Show, and Late Night with David Letterman. He recently spent four and a half years at Twitter as global head of TV creative.

TV with a Twitter twist

Successful storytelling is reliant on an intelligent understanding of who the audience truly is, what they value, what resonates with them, and what their lives are really like. Fred Graver understood this and wanted to implement it in his latest show. Fred’s instinct was that, as competition for audience attention becomes more fierce, the pressure to connect with an audience quickly, and for them to feel that the show is “theirs”, is more important than ever.



Movie studios (Legendary, MGM) already use Twitter data to assess a show and its audience before they greenlight a project. And audience data is used by TV networks and studios to market a show. Graver wanted to know if he could use that data to help solve his problems in the creation of his show. The original premise skewed to a very niche audience, so a larger audience needed to be found and understood in order to expand the appeal without altering the core premise of the show. He was also struggling to flesh out one of his lead characters.

Challenge

To research key demographics for audience understanding and character development

Solution

Audiense's Personality Insights powered by IBM Watson highlighted values and personality traits of Twitter users like his protagonist, and the tastes of the show's target audience.

Results

Identified and researched 850,000 people in a specific niche of the target audience. Defined character traits for lead protagonist, informing key plot points that lead to the show's pilot.

Big insights for the small screen

Graver identified an audience of 850,000 digitally active women, to which he wanted his show to appeal. He was able to study this audience, its affinities, and what was resonating with it (including what the audience found funny). The conversations and actions that these people were engaging in daily guided the tone of the show.

With this ready-built audience, there's already a group that can be marketed to when the show hits the airwaves. The level of depth that had been uncovered about the tastes and personalities of the audience also gives sponsors a clear view on with whom the show is likely to connect.

He also added in location and language targeting, to hone in on a very specific demographic that matched one of his lead characters. This audience was analysed using Personality Insights powered by IBM Watson in the Audiense platform, unearthing character traits and values common amongst the audience. Guidance from these insights allowed him to shape his protagonist's motives, and guide the storyline for his pilot.

The ratings are in

- Found 850,000 targeted individuals to research and market toward.
- Identified key brands and cultural trends for the show's target audience
- Understanding of different audience segments allowed for broadened appeal
- Defined character traits and values for lead protagonist using AI, informing key plot points
- Guided writing of the pilot episode

Audiense delivers unique consumer insight and consumer engagement capabilities to many of the world's biggest brands and agencies. The Audiense Connection Platform helps organisations to grow their customer and audience bases by identifying, understanding and connecting with highly granular segments, leveraging the IBM Watson cognitive computing platform to determine unique and powerful personality insights from audience data. Audiense works with a broad range of enterprise clients, including: sports brands and Premier League football clubs; major news publishers; top digital agencies; leading clothing and music brands; and even the UK government.

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