Topics

Brand Comparison

Company Analysis

○ Strengths and Weaknesses

○ Opportunities and Threats

Suggestions for Improvement
Brand Comparison
Based upon the affinities we find with each competing network program, we can begin to personify the demographic through consumer personas.

Through both concrete affinity data, as well as inferences made based upon those affinities, we can begin to visualize exactly who each program speaks to.
Consumer Persona:

- Young professional in the midwest
- Considers themself to be an amateur videographer
- Identifies as politically independent
- Refuses to believe anything they see on Instagram without doing their own research
Consumer Profile:

- Married man with children
- Middle class and lives in the suburbs
- Busy with work during the week, their dream weekend is sitting and watching sports
- Thinks it's important for their children to know what's going on in the news
Dateline NBC Consumer Profile:

- Lives in the Southern Part of the United States
- Blue collar worker that has a morning commute
- Drives a truck
- When nothing else is on, their go to show is “Cops”
- Favorite music genre: Jazz

Dateline NBC Affinity Distribution
Top 20 properties ranked by Industry Affinity

Radio
- 77 WABC
- Star 102.1 FM Dallas-Fort Worth

News
- 48 Hours
- ABC 20/20

Reality Shows
- Caught In Providence
- Hot Bench

Local
- WHLT CBS 22 - Hattiesburg, MS
- WRCS Storm Alert Weather

Cable
- Investigation Discovery
- Oxygen

Entertainment
- 90s Babies Only
- Run The Trap

Local News Talent
- Vinnie Politan Court TV
- WCIA 3 Anthony Antoine

Journalists
- Lisa Guerrero
- Amanda Hara (US)

TV and Film
- Courtney B. Vance
- Countess LuAnn de Lesseps

Music
- Official Smokie Norful (US)
- Donald Lawrence
ABC

ABC 20/20 Affinity Distribution
Top 20 properties ranked by Industry Affinity

Museums
- The Strong Museum
- New England Air Museum

Radio
- 101.5 EZ Rock Kelowna (CA)
- On With Mario

News
- 48 Hours
- Nightline

Reality Shows
- Homestead Rescue
- What Would You Do?

Local
- PHL17
- Mary Murphy Mystery

Cable
- Investigation Discovery
- Fight Network

Local News Talent
- Veronica Ortega WSBT
- WWMT's Lourin Sprenger

Music
- Greensboro Symphony Orchestra
- Michael Morgan

Journalists
- Lisa Guerrero
- Marlisa Goldsmith

TV and Film
- Louis Aguirre
- JoAnna Garcia Swisher

Consumer Profile:
- Middle aged male
- Lives on the East coast
- Loves documentaries and mystery shows
- Favorite channel is Discovery and Animal Planet
- Doesn’t believe in facebook or other social media
Company Analysis

Strengths Weaknesses Opportunities Threats
Frontline PBS | 60 Minutes CBS
Strengths

- Has been airing since 1983
- Airs every Tuesday
- Has a large audience of older viewers
  - Dedicated television watchers
- All episodes are available online and through the PBS App
- Has a brand extension
  - The Frontline Dispatch Podcast
- Covers current events in great detail
- Politically independent
- Airs “The Choice” a special edition broadcast detailing the presidential election
  - Since 1988

Weaknesses

- Not advertised during major events
- Low fanbase of young viewers
- Podcast is a different piece of content from the main show, although the same content is covered
- Lack of impactful social media presence
- Aging fanbase
Opportunities

- Frontline and Netflix
  - Bring Frontline’s massive amount of content to Netflix for History buffs to binge watch at their leisure
  - Taps into Netflix’s fanbase of documentary loving binge watchers and bring them into the Frontline Family
  - Advertises Frontline’s weekly airing on
- Release snips of content on channels regularly
  - 2-5 minute clips from frontline episodes released on YouTube, Facebook, Twitter, and Instagram to advertise the brand

Threats

- New media sources with greater sentiment and a younger audience
- Decline of television watchers across America
- Becoming viewed as a relic of the past
**Strengths**

- Airs on CBS every Sunday evening
- Advertised on CBS throughout the week
- Advertised during Sunday football
- Airs on the radio on Sundays corresponding with the television broadcast
- 60 Minutes is available as a podcast on respective platforms
  - This is the same broadcast as the television and radio show
- Available on every streaming platform except Netflix
- Releases snips of content on platforms to advertise brand.
- All-star cast of journalists and news hosts

**Weaknesses**

- Lack of diverse programming
  - Radio, Podcast, and Television series are all the same
- Lack of full-length episodes on YouTube and Facebook
- Scheduling can be delayed or canceled due to the timing of Sunday Football
- Has public political ties
- Advertised too much
Opportunities

- Continue to post and create content online that advertises the brand to a younger audience
- Tap into a rich history of past broadcasts to look into how the world has changed
- Create brand extensions
  - Biweekly 60 Minutes Podcast
- Introducing a spiritual successor to the extremely popular “A Few Minutes with Andy Rooney”

Threats

- Newer news companies with younger fanbases
- News companies with just as big of a backlog making greater advancements in the digital scape
Suggestions
Targeting:

- Take advantage of the consumer profile provided to target the viewers you want
  - Identify your viewer, then identify who you want your viewer to be

Social Media:

- Develop a social media plan that reaches your audiences
  - Identify where your viewers spend the most time, and create content they would enjoy
  - Take advantage of youtube
    - Youtube is free to use and one of the top three most trafficked social media platforms online. Build and develop a channel with a story and an identity that feels authentic instead of just a brand channel
Availability:

- Young people are now, more than ever, cutting their cable for monthly streaming services such as Hulu Live, Youtube TV, Amazon Video and Netflix.
- Not being available on these platforms may hurt viewership by these younger audiences.

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The following page:

The following page has three images on it that will allow for a deeper understanding of how Frontline is performing on social media right now:

- The top image shows how users that interact with frontline behave online with other media types.
- The image on the bottom left shows a heatmap of general engagement on posts on Frontline’s Facebook page, showing how a post at any given day and time (within the last 30 days) is engaged with compared to other posts posted at different timestamps.
- The image on the bottom right shows where Frontline viewers and fans are distributed online, and which platforms are more likely to receive certain types of engagement.
Metrics to know:

- 50 times more likely to engage with Government.
- 45 times more likely to engage with Industrial.
- 43 times more likely to engage with Education.
- 38 times more likely to engage with Public Services.
- 18 times more likely to engage with Business Services.
- 17 times more likely to engage with Travel & Leisure.
- 16 times more likely to engage with Health.
- 15 times more likely to engage with Finance.
- 8 times more likely to engage with Online Media.
- 7 times more likely to engage with Publishing.

Heatmap of Actions for posts on Facebook for FRONTLINE (Last 30 days, America/New_York)

Platform Share for FRONTLINE (Last 30 days)

- Audience
- Content
- Audience
- News
- Content
- Likes
- Comments
Overall Insights

- Frontline has become a mature brand, in that it is recognizable, reliable, and not growing by much.
- In order to keep growing and improving, their social media strategy, target audience, and outside collaborations need to be looked at and adjusted accordingly.
- Other brands on the same level as Frontline face similar issues, but looking at where they are succeeding and where they are falling behind will allow Frontline to act on themselves and stand out effectively.
- It’s going to be very difficult for a brand and documentary series of over 35 years to be reinvented and perfectly fit for the new challenges and suggestions laid out, but putting the effort in will make sure that the Frontline brand doesn’t fall off of the radar of any potential viewer.