

Brand Audit

7 December 2020

Research by Rosalie Garcia, Joe Schiro, and Caleb White

Topics

Brand Comparison

Company Analysis

Suggestions for Improvement

- Strengths and Weaknesses
- Opportunities and Threats



Brand Comparison



Consumer Profiles

Affinities and Personas

- 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.

Frontline

PBS

Colleges & Universities

- City Colleges of Chicago
- Southeast Missouri State University

Nonprofits & Charities

- TreePeople
- Free Speech TV

Local Newspapers

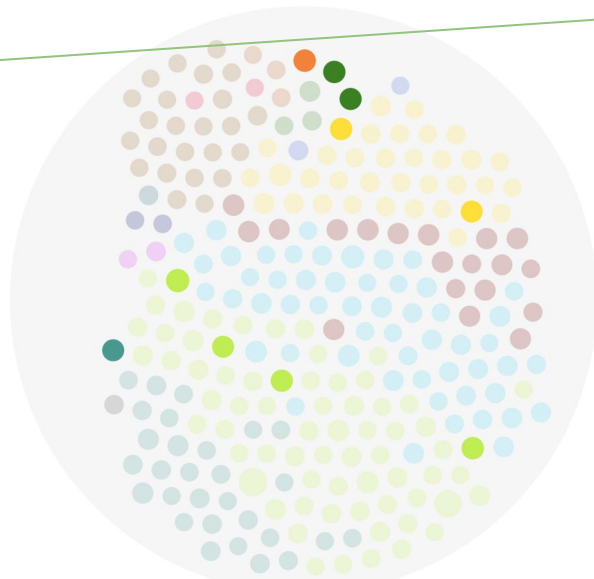
- Gazette Series - Gloucestershire, Thornbury, Yate and Chipping Sodbury (UK)
- Whitehaven News (UK)

General News

- McClatchyDC
- Just Security

Politics

- NYT Politics
- Truthout



Radio

- Fresh Air with Terry Gross
- NPR Politics

News

- Washington Week
- Face The Nation

Educational, Documentary

- Independent Lens | PBS
- American Experience

Journalists

- John Heilemann
- Bill Moyers

Politicians

- Yvette Carnell - BreakingBrown
- Muriel Bowser (US)

Consumer Persona:

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

60 Minutes

CBS

60 Minutes Affinity Distribution

Top 20 properties ranked by Industry Affinity

Nonprofits & Charities

- AARP Florida
- Defenders of Wildlife

Grocery Stores

- Associated Supermarkets
- Rouses Markets

General News

- McClatchyDC
- The Star-Ledger

Radio

- Omaha's Greatest Hits 99.9 KGOR
- AM 860 The Answer

News

- Face The Nation
- Washington Week

Sports

- Golf on CBS
- E:60

Local News Talent

- Randi Burns KTVL
- Cassidy Williams WSBT

Journalists

- Rick Strom
- Marlisa Goldsmith

Entertainers

- Dondré T. Whitfield
- Jay Leno

General Lifestyle

- TheDadLab
- Working on Me by Holly (US)

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

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
- WRCB 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

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

20/20

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

- PHIL17
- Mary Murphy Mystery

Cable

- Investigation Discovery
- Fight Network

Local News Talent

- Veronica Ortega WSBT
- WWMT's Lourin Sprenger

Music

- Greensboro Symphony Orchestra
- Mishael Morgan

Journalists

- Lisa Guerrero
- Marlis 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
- Airls 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
- Airls “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



Threats

- 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
- 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.

	Company App.	Youtube TV	Hulu Live	Amazon Video	Netflix
PBS Frontline	✓	✓	✗	✓	✗
ABC 20/20	✓	✗	✓	✗	✗
NBC Dateline	✓	✓	✓	✗	✗
CBS 60 Minutes	✓	✓	✓	✓	✗

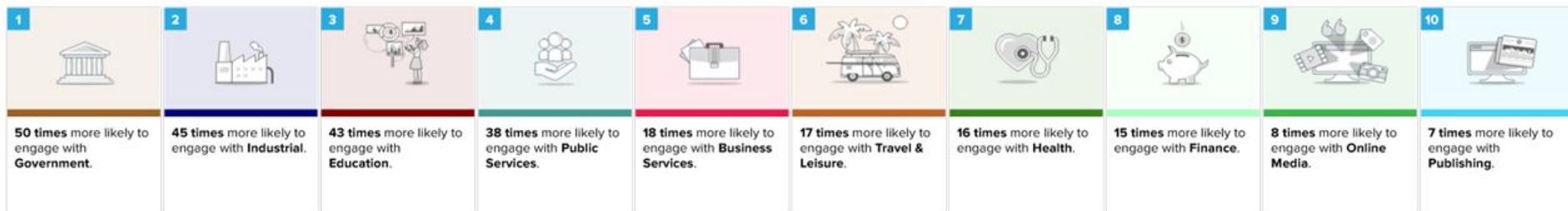
The following page:

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

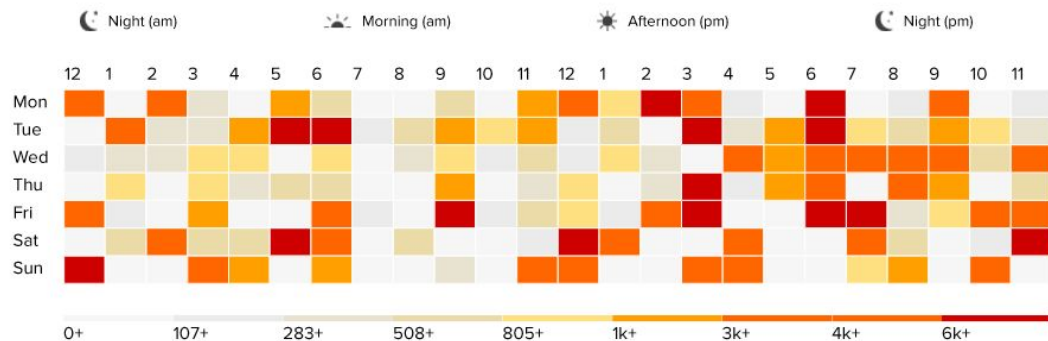
- The top image shows how users that interact with frontline behave online with other media types
- The image on the bottom left shows a heatmap of general engagement on posts on Frontline's Facebook page, showing how a post at any given day and time (within the last 30 days) is engaged with compared 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:

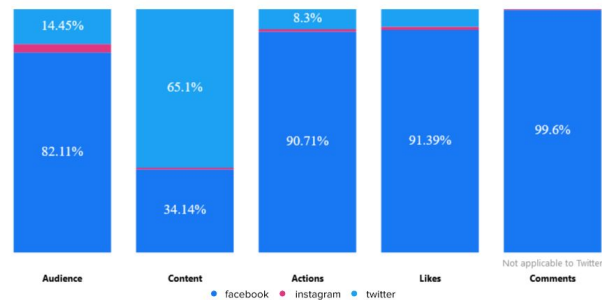
FRONTLINE Top Industry Affinities (May, 2020).



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



Platform Share for FRONTLINE (Last 30 days)



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