



CASE STUDY: Unpacking Innovation for Non-Profit Media Network



Background

PBS is a private, nonprofit corporation whose members are America's public TV stations -- noncommercial, educational licensees that operate more than 350 PBS member stations nationwide. Today, PBS is a multi-platform leader that serves Americans through television, mobile TV, the Web, interactive whiteboards in the classroom and more. PBS reaches 120 million people through television and over 29 million people online each month.

Challenges

- Findings from Brand Health tracking suggest that delivering "Innovative" benefits represents an opportunity, but there is insufficient detail for PBS marketing and communications to take action
- Need to detail out and "unpack Innovative" into a series of benefit statements that can be tested with consumers to understand:
 - How consumers define and think about Innovation in the context of their viewing and giving alternatives
 - How Innovation benefits drive consumer behavior – influencing their intent to tune-in and their intent to donate

Approach

- Conduct an internal inventory of current/planned "Innovative" activities, products and services that may form the basis for PBS brand points of difference with consumers
- Draft specific Innovation benefit statements that can be tested with consumers to reveal opportunities to differentiate the PBS brand and activate consumer intent to tune-in and intent to donate
- Design qualitative and quantitative research to test the Innovation hypotheses with consumer
- Field research, prepare topline report of findings and reveal insights and generate specific recommendations
- Develop creative and organizational briefs (positioning framework) that highlights actionable insights for PBS stakeholders



Result

- Generated key insights regarding the Innovative benefits that PBS delivers that influence consumers to view PBS content and to donate to their local station:
 - Free accessibility and content
 - Keeps up with my lifestyle and device preferences
 - Intelligent and meaningful programming
 - Unique topics and multiple genres
 - Uninterrupted viewing experiences
- Informed the design and production of "PBS Anywhere" campaign that highlighted the Innovative nature of PBS supporting multiple devices and media platforms
- Provided guidance for specific campaigns to influence consumer behaviors with regard to watching PBS content and giving to their local PBS station based on Innovative benefit drivers