



CASE STUDY: Launch Brand Health Check Program



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 multiplatform 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

- PBS lacked visibility into consumer perspectives regarding the brand
- They required a repeatable and scalable process to generate brand health analytics including awareness, appeal, and attitudes
- PBS needed to understand the impact the brand has on influencing consumer intent to tune-in and intent to donate.

Approach

- Translated business objectives, prioritized brand attributes and marketing measurement needs into the development of a comprehensive Brand Health Program
- Leveraged syndicated research sources to drive out initial brand health insights
- Designed custom quantitative consumer survey to reveal insights regarding consumer behaviors – national and local market
- Developed proprietary analytic models to convert data into actionable insights for management
- Created role-specific dashboards and reports to support decision-making



Result

- Delivered enhanced visibility to assist strategic planning and goal setting
- Quantified brand impact by correlating brand messages to consumer donation and tune in behaviors
- Scaled to support local member station view of brand impact