



# Audience Analysis and Market Research

Michael Levay / Summer 2017






# How do we decide what to play?


- Market #138 ~ 350,000 pop.
- Programming / Chart Analysis (Airplay, Sales, Shazam, etc.) (Nielsen BDS)
- How do you know what they want?

ASK them!



- 
- Focus group
  - Target demo
  - True feel for product





*Vallie Richards Donovan*

VALLIE, RICHARDS, DONOVAN CONSULTING

- Independent firm
- Market research
- 20
- 30+ y/o, 25 clients

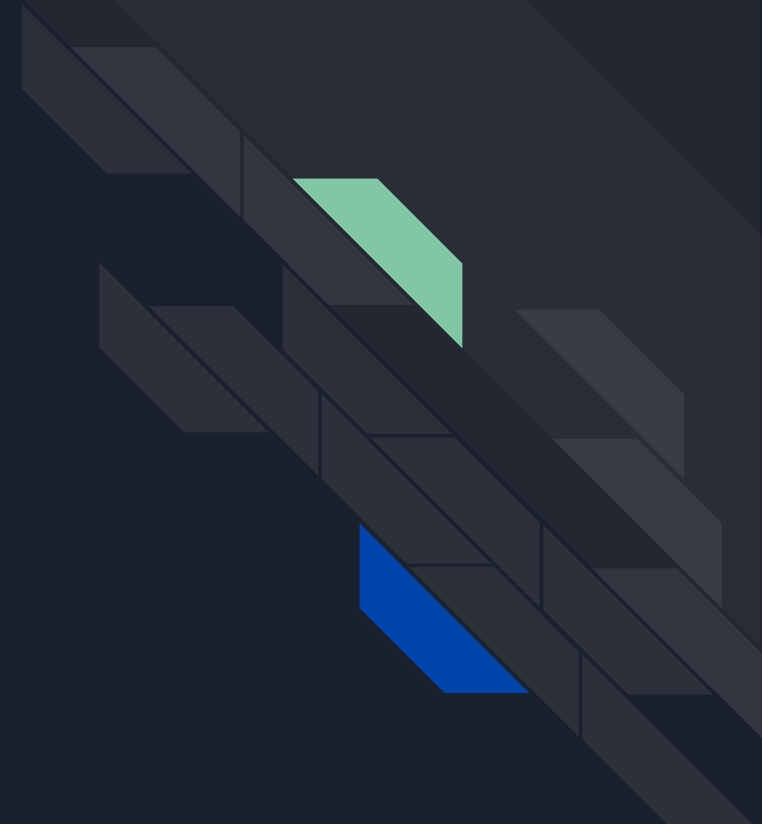


**OC**  
**Today's  
Hits**  
**104**

- ARGDP
- Radio station
- 18
- Legacy station
- 2.5 y

# Panel Goals:

See what our  
specific market  
audience likes!



# Panel Tasks

DIGITAL

MORNING SHOW



CONTESTING



The screenshot displays the OC 104 website and its Facebook page. The website header includes a 'LISTEN LIVE' button with 'ON AIR' status and 'L.A.' branding. Below the header are navigation links for 'OC CALENDARS', 'MOBILE APP', 'PHOTOS', 'SOCIAL MEDIA', 'STATION INFO', 'ADVERTISE ON OC104', and 'WIN PRIZES'. A prominent advertisement for 'CAJUN CHICKEN Biscuit' by Hardee's is featured. Another ad promotes 'ACTIVATE FM CHIP NOW' for smartphones. The Facebook page shows a post from OC104 sharing a video of a cat in a car, titled 'THE FAST AND THE FURRIEST'. The page also includes a 'Call Now' button, a 'Promote Website' button, and a list of pages liked by the page, including Billboard, L.A., and E! News.

# Target demo/audience

- Female
- 20-34
- Delmarva resident
- Radio cumer



- Race, income, weight, etc. did not matter



# But how?

## Contests

- The Weeknd/JAY-Z/Bruno
- TXT 2 WIN
- OC104 HookUp
- Database



## Survey

- Filtered database
- Sent survey via Email
  - More insight
  - Filter further
- “Call out”\*
- 8/~350,000\*

5. What other radio stations do you listen to?

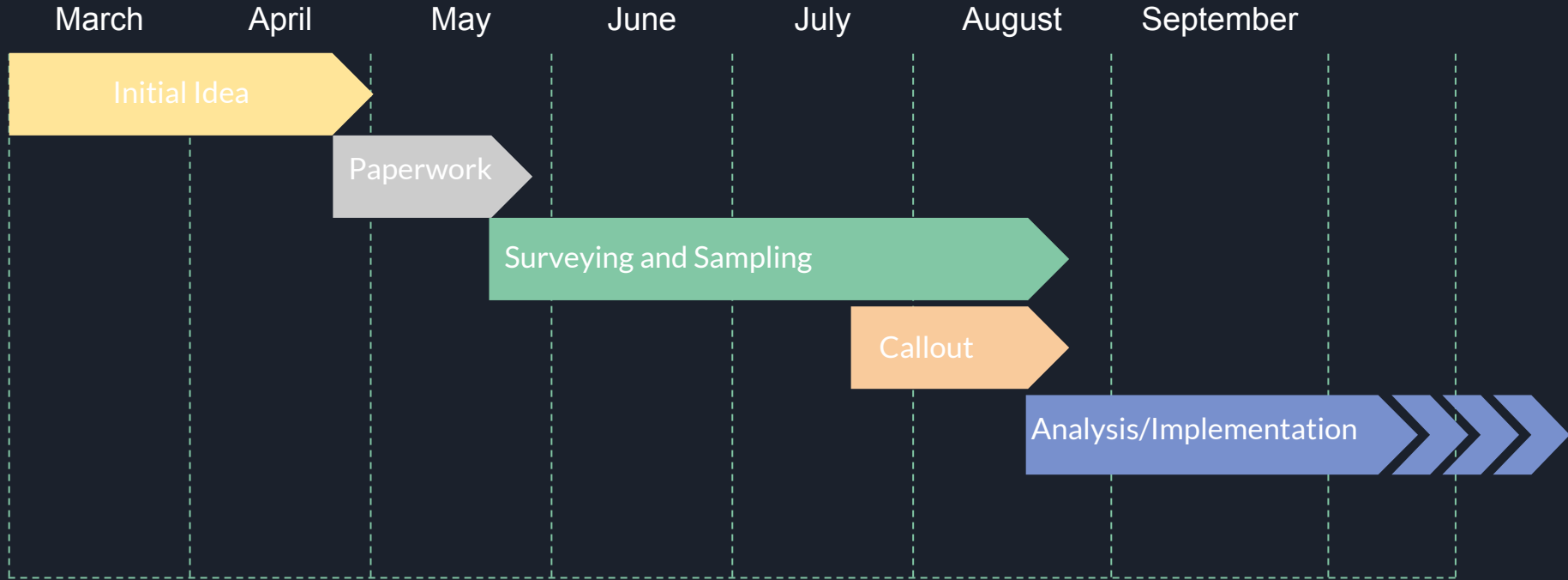
- Live 97.5
- KISS 95.9
- Q105
- Power 101.7
- 103.9 OC104
- Other (please specify)

## Panel

- Bribe w/ food
- Richards - script
- Recording in studio



# Timeline



# Outcome

Morning Show

- *Brooke & Jubal*
- LOVED them! (To the contrary)

Remixes

- Disliked
- Rather hear original
- Liked “smashups”

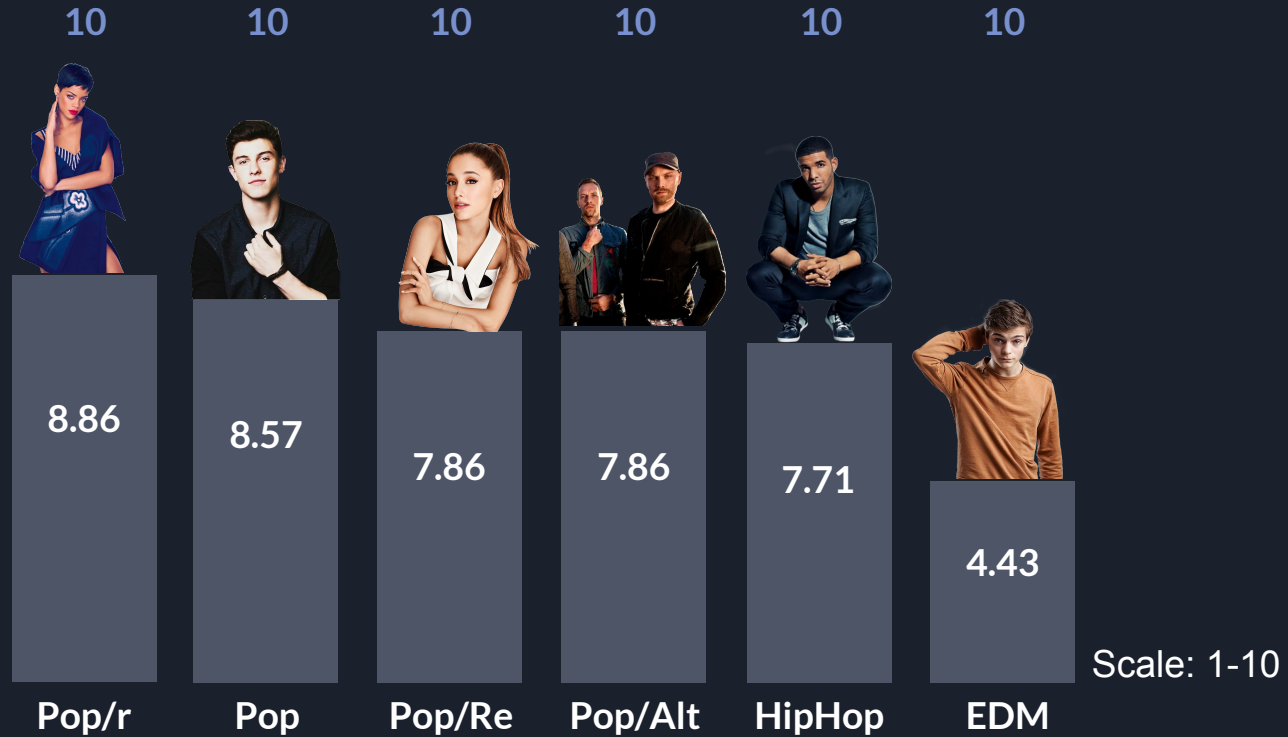
Station Positioning

- Know how we stand - Power 101.7/KISS 95.9/LIVE 97.5
- Uses - Mainstream music + Entertainment
- NOT weather/traffic/news

Online Content

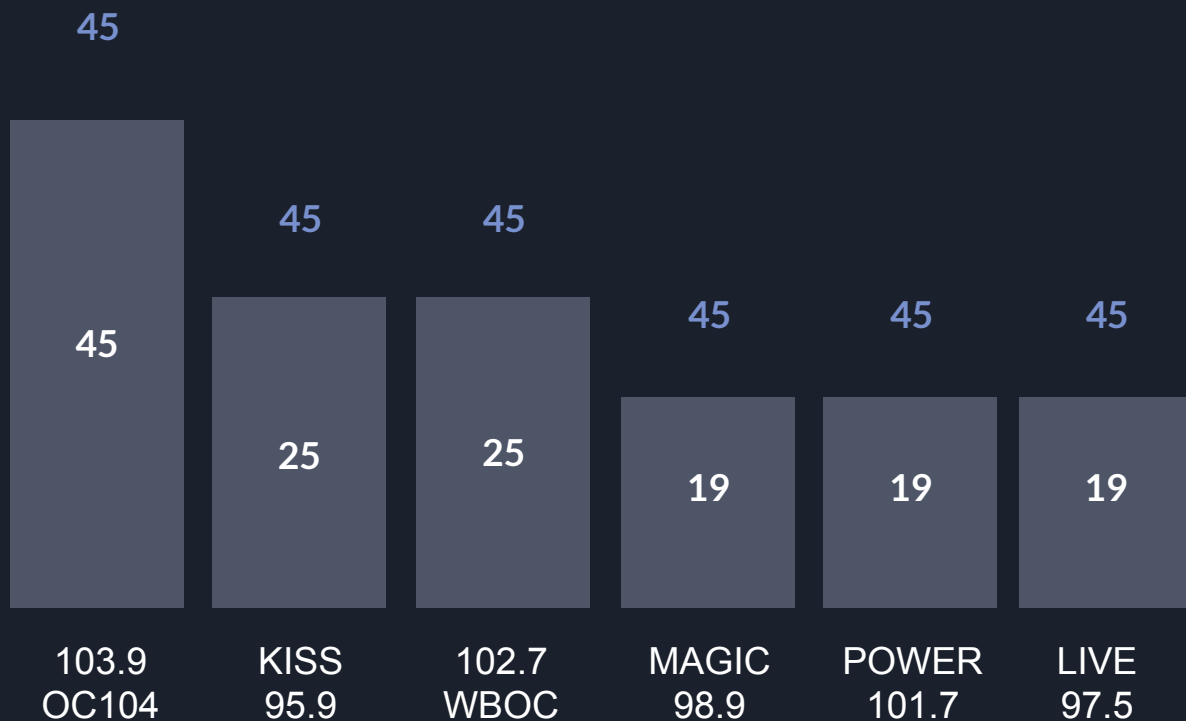
- Don't use website\*
- Use Facebook regularly

# Outcome - Music Testing

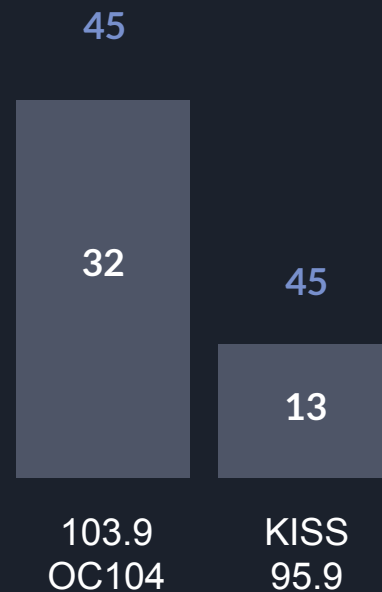


# Outcome - Cumming Patterns

*\*\*Different sample size from Panel\*\**



## Favorite Station



# Implementation

## FACEBOOK

### MORNING SHOW



- More content
- More relevant

### CONTESTING



- More \$
- Easier to enter
  - TXT

- Bigger push
  - Promo
  - Sweeps

### PROGRAMMING



- No remixes
- Less EDM

# Team



Albie Dee

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Program Director of  
WOCQ-FM (OC104)

Operations Manager of  
Adams Radio Group  
Delmarva Peninsula



Jim Richards

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CoFounder of Vallie Lee  
Richards Consulting, LLC

Consultant for ARGDP



Drew Howard

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Marketing Intern at  
ARGDP

Assisted with Database

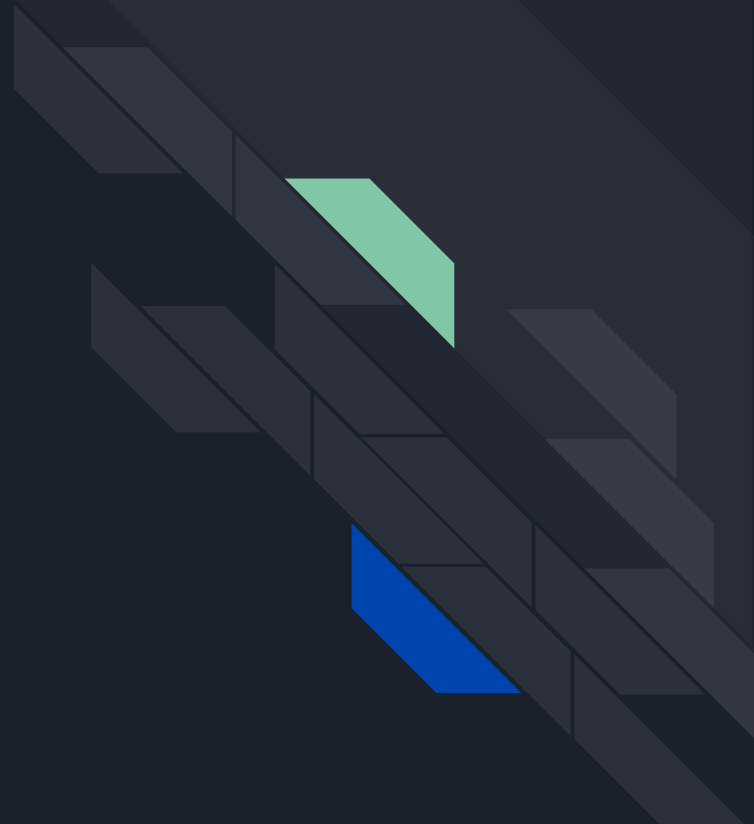


Michael Levay

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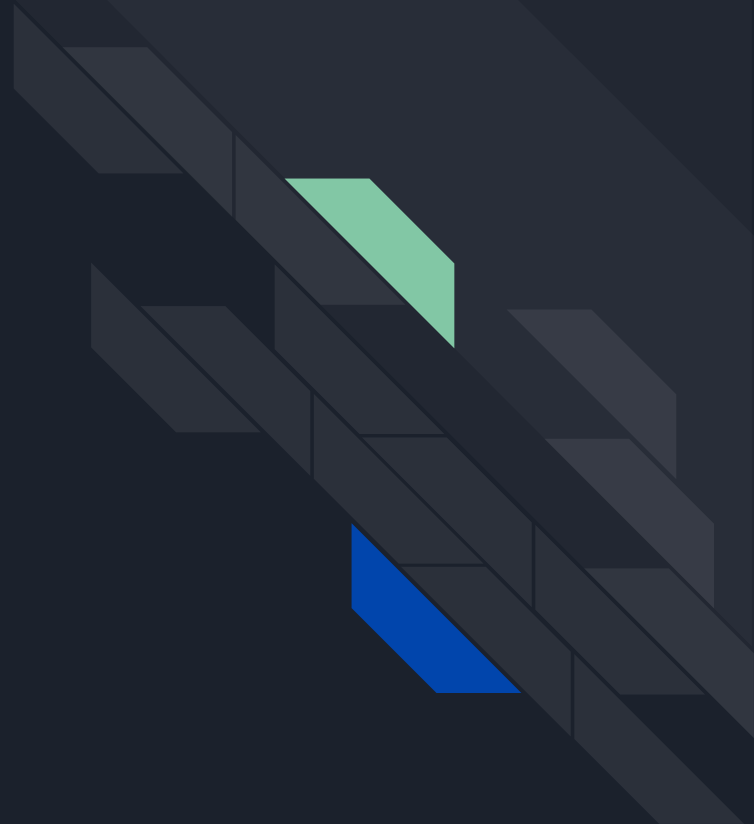
Intern

What I've learned





Questions?



Thank you!

