

# TiVo Case Study

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1.

Segment 1: *Married Men who need to spend more time with their family watching TV together*

This segment is the result of Prior Analysis within TiVo Demographic analysis in which it was found that men are accounting for \$210,972 on average in annual electronic sales (*Spending on Electronics*). Not only that but men within family purchase decision-making arrangements account for 61% of total annual electronic spending (*Total Electronic Spending Annually*). In amongst married men, annual electronic spending peaks within ages 40-52 (*Average Annual Electronic Spending by Age*). Likewise married men account for roughly 60% of total monthly electronic spending. It is with these factors in consideration that a clustering of married men aged 40-53 was performed to help represent ideally what a targetable market for middle-aged husbands a potential fathers in family dynamics looks like. This segment accounted for 88 unique individuals in the survey or about 16.45% of male audiences and 8.80% of all audiences. This subsample also had an average annual income of \$42,510. Within this subsample, 21.59% shop for electronics at discount stores, 25% at mass consumer electronic stores, 22.73% at retail stores, and 30.68% at specialty stores. Together they account for \$38,124 in annual electronic purchases.

The best part about this segment is that there is a clear distinction in its clustering (*TiVo Segment 1 Clustering*), and that makes it easy to put an emphasis on clusters 1, 2 and 3 who all view TV less relatively, but still participate in the electronic sales industry (please note that targeting clusters 2 and 3 should be the priority here first since these individuals represent those who on average spend \$500 to \$764 on electronics vs cluster 1's ~\$200). These reflect men that can be targeted with meaningful ad campaigns, who already participate in the electronics economy, but just need to be influenced to spend within the TV entertainment industry.

Segment 1: *Single Middle-aged Individuals who need to watch more TV*

This segment is the result of analysis looking at what were the demographics of individuals and their pattern behavior of watching TV as they get older. On average, single men tend to watch TV less as they age, but there are heavy spikes in involvement from 35 to 61 years old. Likewise single women also tend to watch less TV with age, but there are more spikes in participation at 43, 64, and 79 years respectively (*Average TV Viewing Hours by Age*). This subsample of single people aged 35 to 61 accounts for 85 unique individuals, representing 30.36% of the total single market and 8.5% of the entire market. These individuals have an average annual income of \$39,250 and spend on average \$381.50 on electronics. 24.71% of them purchase at discount stores, 14.12% at mass consumer electronic stores, 24.12% at retail stores and 27.06 at specialty stores.

What makes this subsample appealing is through clustering analysis, it was seen that clusters 2 and 3 primarily watch the least amount of TV out of the 3 clusters observed, had an average annual income range of \$24,000 and \$60,000, but ranged from \$200 to \$1000 spent on annual electronic purchases and had purchasing frequencies of 25.69% and 7.47% respectively (*TiVo Segment 2 Clustering*). These represent a market where once again individuals are average and above average in terms of their purchasing power (relative to the singles market) but aren't heavily involved in TV and entertainment. This presents an opportunity to market to these individuals and help leverage their assets still within the electronic industry, but towards entertainment consumers as prospectives.

## 2.

Of these two segments, I believe that "*Married Men who need to spend more time with their family watching TV together*" is the stronger prospective market due to its more comprehensive spending capability compared to the singles market and makes for a more interesting marketing campaign approach. There have already been numerous "Netflix-esque" advertisements that represent single individuals with a dearth of free time scrolling through their favorite shows to watch late at night. Segment 1 presents a more fascinating market in that it leverages the statistics behind the scenes to justify a campaign, but it also has an emotional factor going for it. The idea of spending valuable time with family to come together, sit down, and enjoy a TV program or movie makes for an emotional beat that cannot be underestimated. Shared experiences and core memories make for some of the best self-advertising, and what would be a better way to attract a new market such

as this than a campaign that centers around those fundamental ideas of spending time with each other.

With an advertising campaign such as this, TiVo doesn't become the product or service, the experience of being "together" does. TiVo simply just becomes the channel that those experiences are funneled through. There are a few ways within a campaign TiVo can accomplish this idea of bringing people together under their brand to sit down and watch TV recordings together. Firstly, TiVo can focus on individuals who are already thinking about moments when they'll be spending time together. This would be done using purchasing and search history data collected on regional markets to find married individuals who are looking to prepare for experiences such as: birthdays, weddings, anniversaries, vacations, dinner parties, graduations etc. Once TiVo has those individuals identified, they can apply a mix of "traditional commercial advertisements and personalized advertisements.

Say they notice the holiday season is approaching and it's a great time for families to get together. Why not deploy a commercial advertisement about spending precious moments with relatives during the festive season? Say the playoffs for power 5 sports are coming up, and via watch patterns and search history TiVo has determined you to be an avid sports fanatic. They can then pitch traditional commercials about coming home to your spouse after work and catching up on the big game together. On the personalized side it looks a little bit different. Personalized advertisements would look like targeted emails sent to inboxes with discounts for service plans after noticing male individuals are either adding items centered around those shared experiences to e-commerce online carts. The same thing would go for when they're in the cart itself preparing to make those transactions. Create ads the pop up on the side of browsers in the cart page where individuals are likely to notice them saying "Thinking about something big" or "Spending time together never got easier" and slowly increment discounts based on how close the date is getting to either a public holiday or what TiVo might have pinned down as an anniversary date/celebration date.

Just for grins, here's an example script for a potential tv advertisement aimed at this married middle age male audience:

[FADE IN: Warm, cozy living room. A fire crackles in the fireplace. The camera pans across a decorated space—family photos, holiday decorations, a birthday banner.]

NARRATOR (V.O.): "Life moves fast. The days blur together—work, responsibilities, routines. But the moments that matter? They're the ones we spend together."

[CUT TO: A husband, mid-40s, walks into the living room, carrying a bowl of popcorn. His wife is on the couch, smiling, waiting for him. Their teenage son and young daughter sit nearby, sharing a blanket.]

HUSBAND: "Finally, we're all here. Ready?"

[CUT TO: The husband picks up the TiVo remote and selects a movie they've been waiting to watch—one they recorded last week.]

NARRATOR (V.O.): "That's why there's TiVo. Because moments like these shouldn't be missed."

[QUICK CUTS: A family reunion—grandparents, cousins, everyone gathered around watching an old classic. A couple celebrating their anniversary, sharing a quiet night with their favorite romantic comedy. A dad surprising his son with a recorded championship game.]

NARRATOR (V.O.): "Whether it's a holiday, a birthday, an anniversary—or just a night where everyone finally has the time—TiVo keeps your favorite shows and movies ready for when you are."

[CUT TO: The wife leans into her husband, smiling as the movie starts. The kids laugh at the opening scene.]

NARRATOR (V.O.): "Because in the end, it's not just about watching TV—it's about being together."

[FADE TO BLACK. TiVo logo appears on screen with the tagline:]

TEXT ON SCREEN: "TiVo—For the Moments That Matter."

[FADE OUT.]

