



American Idol

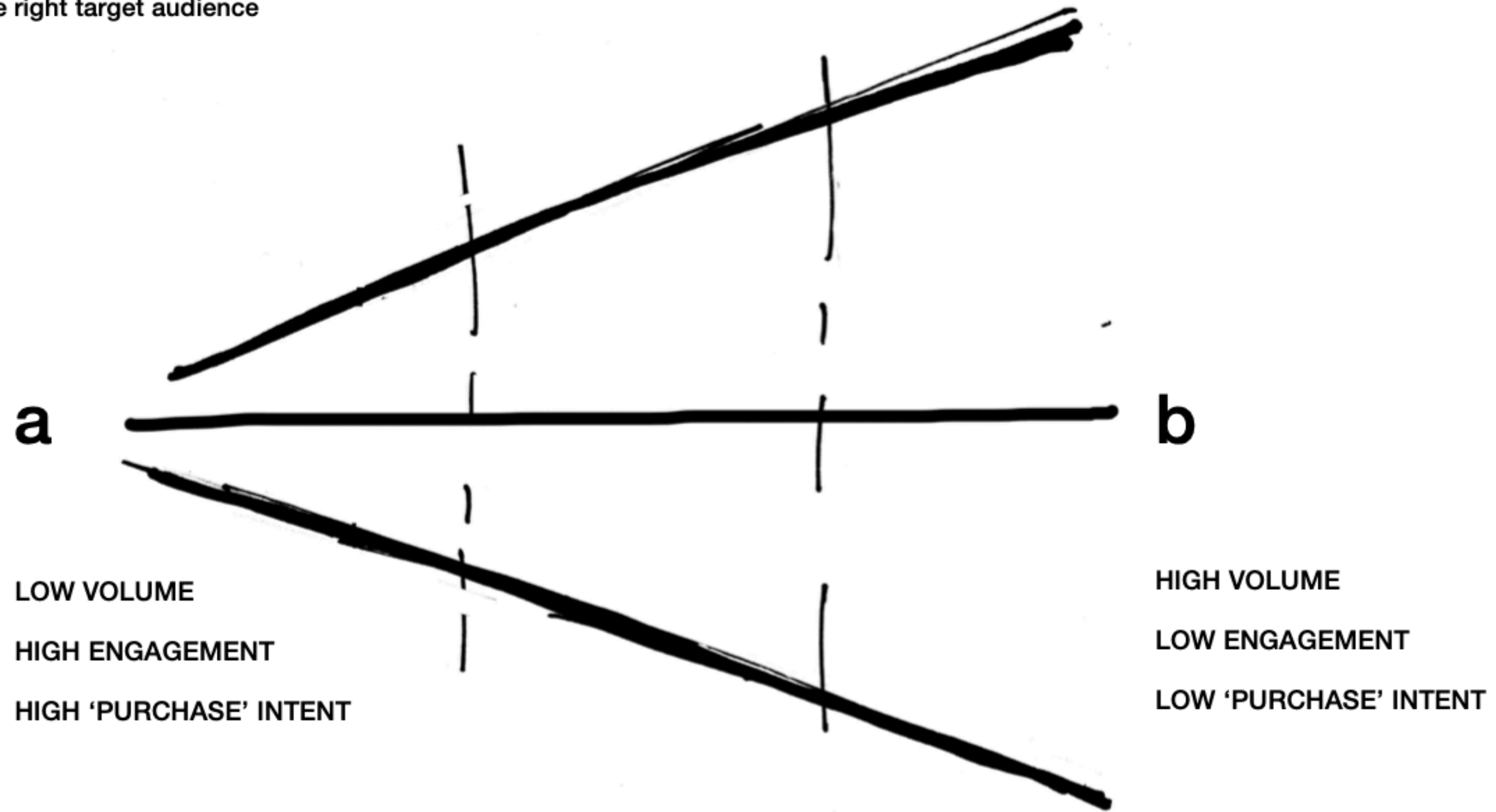
INTRODUCING

THE AMERICAN IDOL CONE

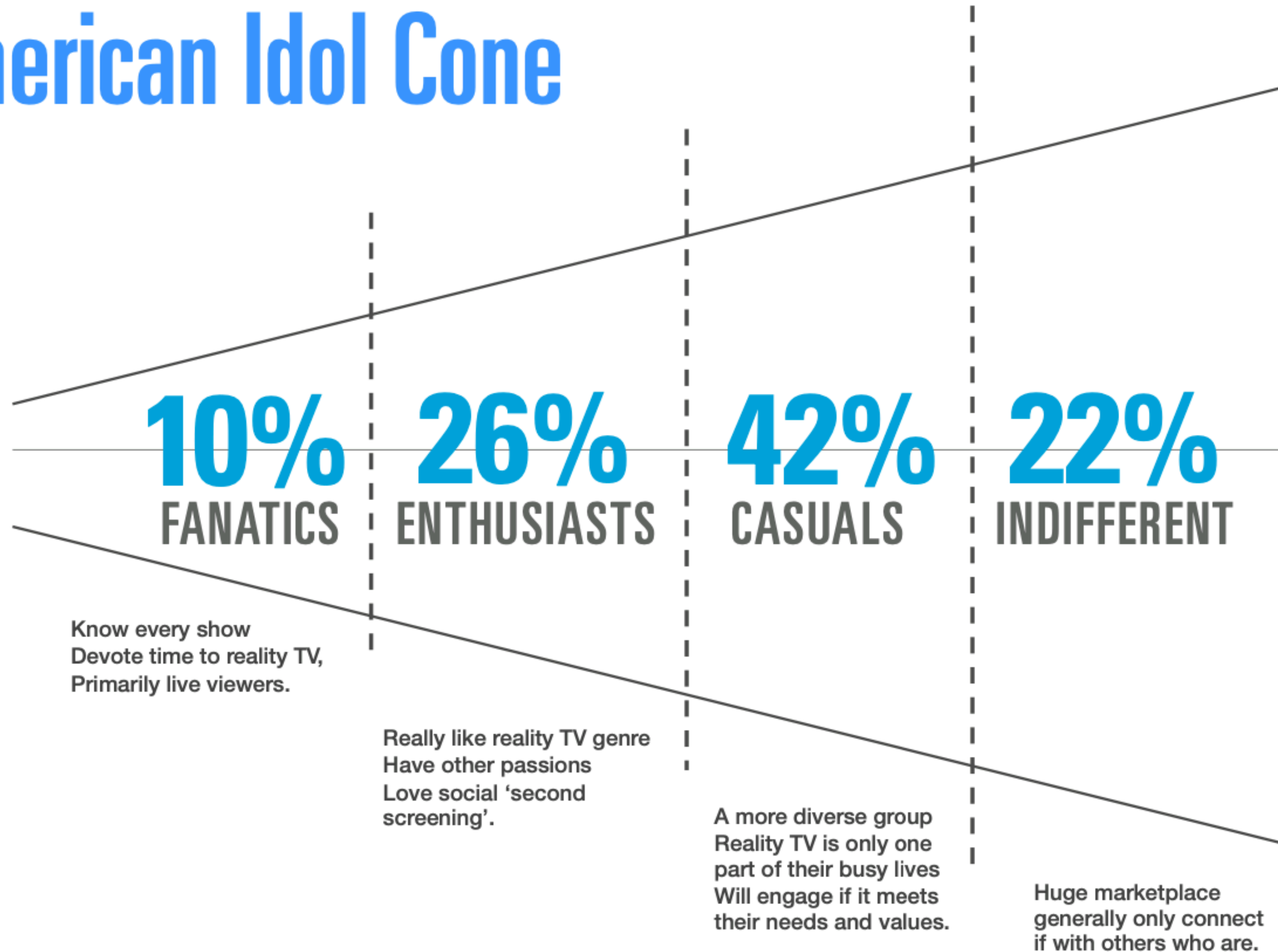


What is The Cone?

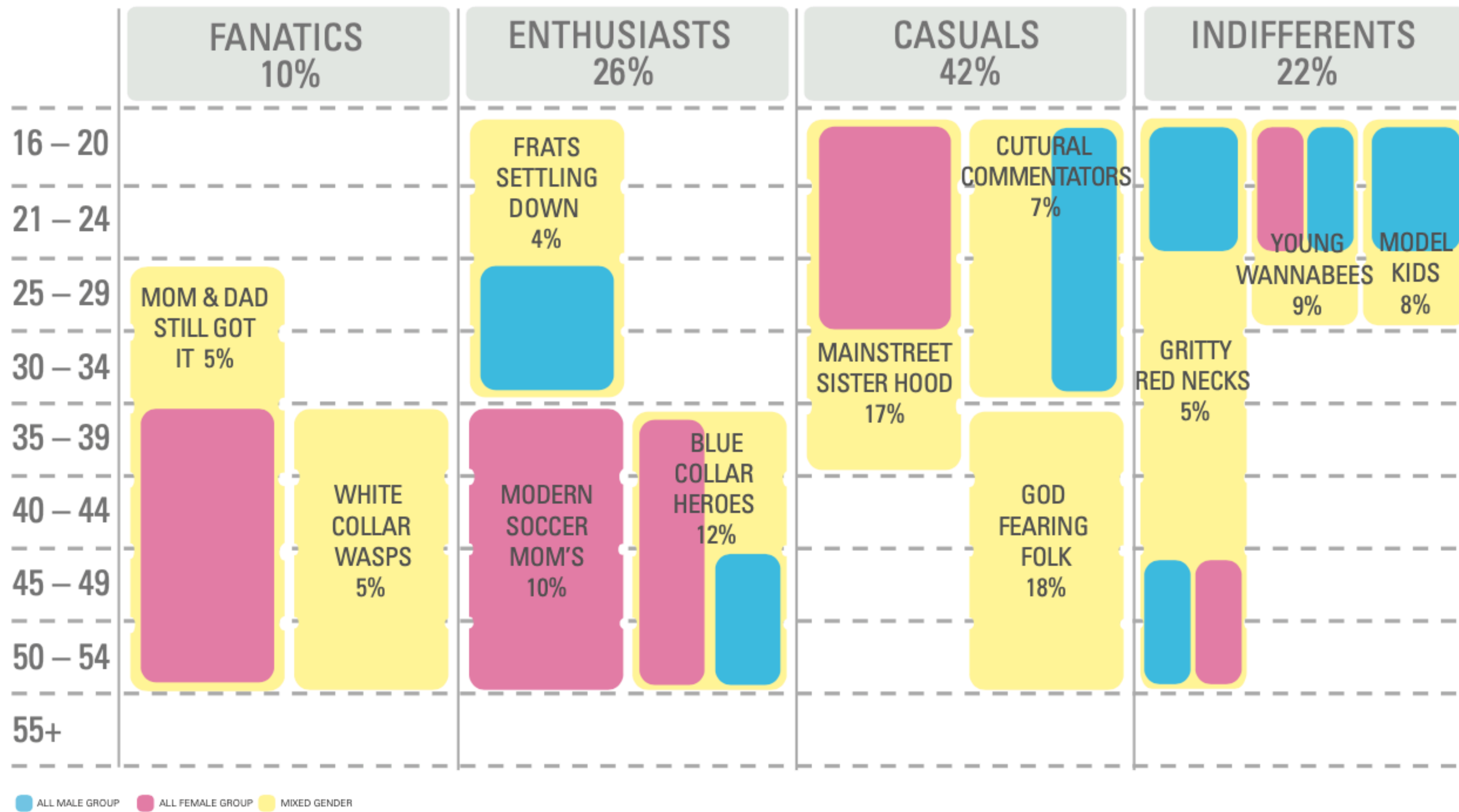
Connecting the best creative ideas with the right target audience



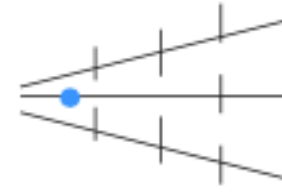
The American Idol Cone



The American Idol Cone Audience Map



Mom & Dad Still Got It



“I might be 40 but I feel 20”

Net Promoter Ratio - 34/43/32

Demographics

- This group makes up 5% of the Reality TV market
- They are slightly female biased (58/42 split)
- This group is aged 25+, with a female biased core of 35-54
- Racially they're 2/3 white, a fairly standard segmentation for the US
- They are likely 'blue collared' workers, generally with some sort of vocational qualification

Who are these people?

- They've grown up influenced by street culture – music, movies, pop culture, social trends
- Have settled down but staying culturally relevant is still an important part of their identity
- Very active socially; they're confident and outgoing within their social circles and still enjoy going out to bars & nightclubs
- Tastemakers among their social groups – they'll be the ones introducing friends & colleagues to new bands, TV shows and cultural trends
- Family is a priority for them

What are their media habits?

- They're big smartphone users (Android more so than Apple)
- They're doing a lot of different activities online – browsing websites, music streaming, watching Youtube videos
- They're big users of social media – Facebook (80%), significant Pinterest and Instagram usage
- They're above average live broadcast TV watchers
- Their favourite brands include Google, Coca-Cola & Levi's

- Judges they'd love to see on their favourite reality shows include Justin Timberlake, Katy Perry, Beyoncé and Harry Connick Jr.

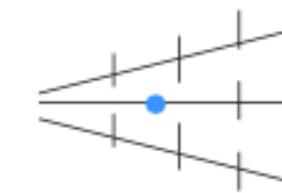
What does their relationship with reality TV look like?

- They're fanatical watchers of the Reality TV genre – they love seeing real people in real situations achieving against the odds
- Prompted brand awareness – they recognize almost 100% of everything on the list (including American Idol)
- Their top brand choices – Big Brother (18%), followed by America's Got Talent (11.5%), Dancing with the Stars (9.8%) and The Voice (9.3%). American Idol - 8.8%.
- They'll happily invest time into reality shows they enjoy – they love watching live and being a part of the experience

What's their relationship with American Idol?

- Idol lags behind in 5th place for their primary reality TV choice (only 8%)
- They feel that American Idol gives contestants a fair shot at winning and attaining fame
- They enjoy seeing contestants overcome the odds and achieve success
- They tend to make time for the show
- They often talk about Idol with friends and family – it provides a social currency among their peer groups

Modern Soccer Moms



“Time, time, if only I had the time...”

Net Promoter Ratio -20/22/58

Demographics

- This group makes up 10% of the reality TV market
- They're generally well educated, with a high percentage (38%) having attained a college degree
- Ethnically they're mostly white (72%) - on par with the rest of the country
- They come from families with older children, potentially in their teens, or are 'empty nesters' with grown up children who have moved out of home

Who are these people?

- This is a well-educated, hard working and ambitious group dominated by middle aged women, most likely mothers with children in their teens or twenties
- They're very confident and sure of themselves, and most likely gain a sense of social empowerment from being a leader in popular culture among their peer group
- It's very important for them to maintain their image – they spend a lot of time and money shopping, staying current on fashion trends, and utilizing anti-ageing treatments
- The definition of a modern mother – she's confident playing the role of head of family, one who's equally at home organising a household as she is being the highlight of the party
- They're tasteful, stylish and sophisticated, and have a spark of youthful spontaneity lacking among many of their peers

What are their media habits?

- This group are heavy broadcast TV viewers – it's an important relaxation tool for them at the end of a busy day

- They use a lot of technology in their day-to-day lives – Smartphones, DVR's, Tablets,
- They're big Facebook (88%), and Youtube (78%) users
- Their favourite brands include Sony, Coca-Cola, Starbucks and Victoria's Secret
- Celebrities they'd love to see on to see on their favourite reality TV shows include Gordon Ramsay, Adam Levine and Justin Timberlake

What does their relationship with reality TV look like?

- They're big watchers of reality TV, but it's only one of several genre's on their radar
- Their prompted awareness is very high for all major reality shows, with American Idol topping the list at 99.6%
- Their top choice reality shows are America's Got Talent (14.5%), Hell's Kitchen (13.4%) and Survivor (11.2%). Idol is in fourth place with 10%
- For this group reality TV is all about pure entertainment and escapism, and they love the feeling of being part of a nationwide event that watching a live finale gives them

What's their relationship with American Idol?

- Again, this group rates highest for prompted brand recognition, yet when asked to identify their favourite reality shows, it comes in at fourth place.
- This group enjoy the 'live' aspect of the finale shows, and also seem to enjoy seeing elements of 'outrageous' behaviour that certain contestants or judges can bring into the mix



American Idol