



REVOLUTIONIZE MEDIA RATINGS WITH POLLY™

Learn how CWF was able to target the best radio programs to get its message to youth aged 15-18

INTRODUCTION

The Canadian Wildlife Federation (CWF) wanted to understand which radio programs most cost-effectively reached their target market – youth aged 15 to 18. To do that, they employed 2 companies – ASI and a competitor – to recommend which radio programs would be the best for reaching this audience and encouraging them to sign up for CWF’s youth nature programs. At the end of the study, the data was clear: ASI’s Polly provided the ratings that led to the most sign-ups.

METHODOLOGY

Both companies used innovative methodologies for uncovering audience insights. The competitor used digital diaries for a 2 week period whereby participants documented the programs they listened to. ASI’s A.I. Polly™ tracked a probabilistic sample of 30,000 youth on social media from the current day and going back 1 year, each and every day to see what they enjoyed, commented on and shared, while safeguarding privacy.

RESULTS

Audience Analysis

Polly identifies audiences and subcultures by looking at profile descriptions and conversational clues in the posts she observes. Here, Polly was able to distinguish parents who had children in the target market. Subsetting the youth audience was done with a demographic breakdown to investigate individuals aged 15-18.

Source Discovery

Where the panel provider is limited to data over the course of the study, Polly can go back in time to see engagement trends in:

1. Where these groups were getting information about local youth programs, indicators of info sources are reposts from specific accounts (e.g. newsrooms, radio stations, influencers) & which channels are mentioned most often with these programs.
2. Radio station rankings by engagement.

ASI'S UNIQUE METHODOLOGY CREATES A CUSTOM RATING SYSTEM FOR EACH AUDIENCE AND ORGANIZATION, ALLOWING POLLY TO LOOK AT MEDIA CHANNELS BOTH ON AND OFFLINE.

AT A GLANCE

- Customer
 - Canadian Wildlife Federation
- Methodologies
 - Polly™ AI – AI monitoring a probabilistic sample on social media for 1 year (tracking by day/week/month)
 - Digital Diary for 2 weeks
- Target audience
 - Youth aged 15-18
- Geography
 - Canada (National)
- Media
 - Radio
- Study Period
 - April 2021-April 2022 (1 year)

CWF OUTCOME

CWF ran their ads according to Polly’s recommendations and not only saw an increase in engagement with the organization but also the achievement in their signup targets for their education programs. Polly’s A.I. is a valuable tool for media buyers.

"Working with ASI/Polly gave us an important source of data we could use to make informed decisions on how and where to place our media spend. The team working with us reacted quickly to our needs and helped us mine the data we needed to develop an effective media buy and marketing strategy"

DAVID DEROCOCCO

National Marketing & Events at CWF