



CASE STUDY

REVOLUTIONIZE MEDIA RATINGS

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



CANADIAN WILDLIFE
FEDERATION
FÉDÉRATION
CANADIENNE DE LA FAUNE

Introduction

The Canadian Wildlife Federation (CWF) wanted to understand which radio programs most cost-effectively reached their target market – youth aged 15-18. To do that, they employed 2 companies – askpolly & a competitor – to recommend which radio programs would be 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: 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 2 weeks, whereby participants documented the programs they listened to. ASI's Polly tracked a probabilistic sample for 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 their privacy.

Results

Polly's unique methodology creates a custom rating system for each audience and organization, allowing Polly to look at online and offline media channels.

Source Discovery

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

1. Where groups are getting information about local youth programs, indicators of info sources are reposts from specific accounts & which channels are mentioned most often with these programs
2. Radio station rankings by engagement

Audience Analysis

Polly identifies audiences and subcultures by looking at profile descriptions and conversational clues in the posts it observes. Here, Polly was able to distinguish parents who has children in the target market. Subsetting the youth audience was done with askpolly's state of the art demographic breakdown to investigate individuals ages 15-18

CWF's Outcome

CWF ran their ads according to Polly's recommendations and not only saw an increase in engagement with the organization but also achieved their sign-up targets for their education programs. Polly is a valuable tool for PR professionals and media buyers.



"Working with askpolly 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 & marketing strategy."

David DeRocco

National Marketing & Events at CWF

Get in Touch



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