# Warner Bros. Discovery x BCEC

## Fall 2023 | Midterm Deliverable

# Introduction

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## Meet the Team



Anusha Aira

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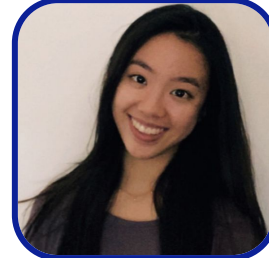Chris Marquand

Cyrus Gilani

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Megan Lee

Kaitlyn Brady

Charis Tang

Lilah Navale

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# Overview

# Background
## Hypotheses and Planning

### —— Guiding Concerns ——

Distribution methods: where, what, how?

How can we best maximize our time, incentives, and available materials to reach a large enough sample goal?

How can we encourage insightful responses from a busy student body?

### —— Initialized Plan ——

Attempt to achieve our goal through in-person intercepts and through online methods

Using a variety of incentives to attract participants (baked goods, snow cones, merch)

UC Berkeley campus + local high schools included within our target locations

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# Background
## Content Preparation

# Methodology

# Strategy
## Implementation & Reasoning

Maximizing A-list enlistment by increasing incentivization and reducing winning probability

Randomizer effect allowed us to ensure everyone enlisted, without winning incentives

Winning ~ $P(0.066) \rightarrow$ People weren't counting their odds to begin with

Ensured longevity of inventory

Location selection made based on established experience with physical intercepts/activations

Diversified data pool through location alterations

Two main stations:

- Haas School of Business courtyard
- Upper/Lower Sproul

Consumer Experience:

Intercept active from 11:00am - 5:00pm for five days a week (30 total weekly hours)

Two project members available with hourly rotations

Certified Win Strategy
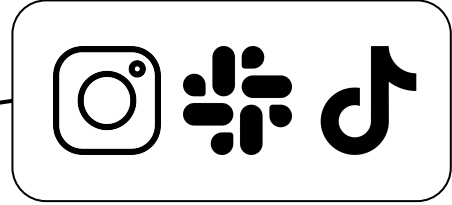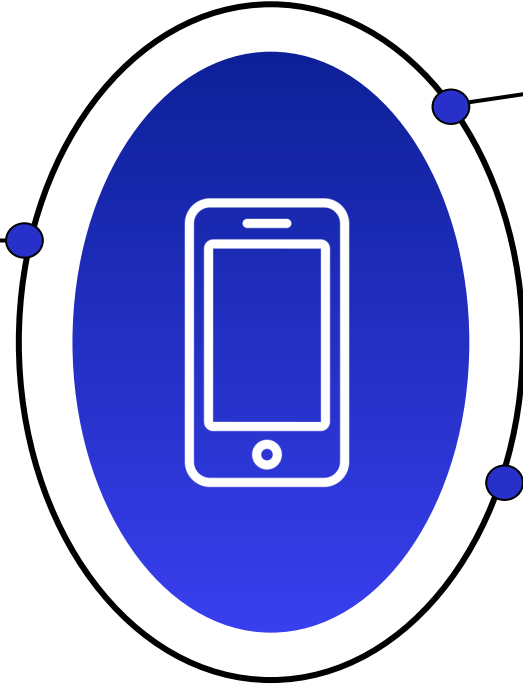
Online version dispersed throughout locations

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# Strategy
## Physical Intercept

# Strategy
## Digital Distribution

# Insights

# Insight Analysis

## Physical Intercepts

Incentives boosted engagement significantly. Randomizer effect proved effective in ensuring people enlisted for A-list.

Technical programming pathways led to users not having the option to enlist. Current political climate as a contributor to outreach regression

Certified Win strategy with non-WBD incentives improved overall consumer experience
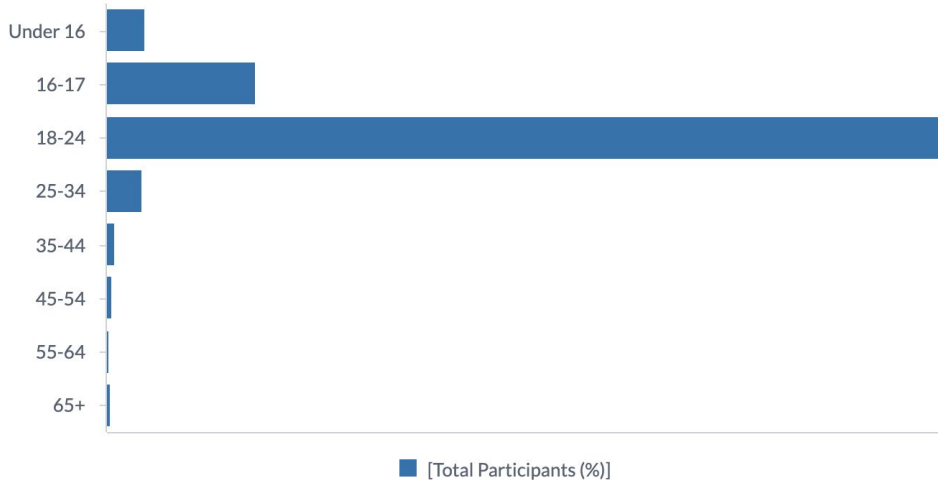
## Online

Complications in engagement with online version. Lack of visual physical incentivization is the speculated primary reasoning for this.

Online marketing material improved the overall spread of online version, yet assets not directly spread through identifiable digital avenues had less success

Online responses mostly attributed to physical non-intercept efforts

# Results + Brief Topline



Bar chart categories (y-axis): Under 16, 16-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+

■ [Total Participants (%)]

Reached 3,850 total engagements, roughly 2.5k completes (with incompletes adjusted). Demographic of majority 18-24 year olds, active social media users (*94.2%*), and whose racial/ethnic diversity aligns with UC Berkeley's student population (*30.2% Caucasian, 45% Asian, 20% Hispanic/Latinx, 7% African American*).

In line with our predictions while building the survey, Instagram, TikTok, and YouTube dominate platform popularity.

Through Rival's new filtering functions we will be able to start our next steps in analyzing the collected data + fixing any issues with mismarked incompletes through Excel

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# Next Steps

# Qualitative Phase
## IDI's & Final Data Analysis

### IDI Recruitment

IDI recruitment has been completed, with partial IDI's completed this week. Finalized data used for final Qual. Analysis
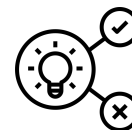
Total sample: N = 50+

Using established metrics discussed in SOW → LOI: 10-15 minutes

### Data Analysis

Preparations for Final Deliverable analysis using first wave metrics from Rival, to include users marked *incomplete* in topline report.

Team segmentation according to expertise for Quant. and Qual.

### Finalization

- Tentative Final Deliverable date
- Preparations for finalized results and conclusions

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# Thank You!
# + Q&A