

Warner Bros. Discovery x BCEC

Fall 2023 | Final Deliverable

Introduction

Introduction

Meet the Project Managers

UC Berkeley's Business Careers in Entertainment Club (BCEC) is a student consulting organization sponsored by the UC Berkeley Haas School of Business. Our organization allows students to cultivate analytical and creative skills in entertainment through industry-specific sector projects.



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Introduction

Meet the Team



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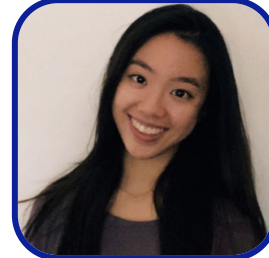
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Overview

Data Analytics + Insights

Market Research

Conclusion

Overview

Research Scope and Context

Project Context

*“In recent years amidst growing usage in social media, WBD is interested in mapping the digital influences that affect **Gen Z’s consumer decision journey towards traditional content.**”*

Key Questions

Gen-Z and Social Media: How does social media influence the discovery of familiar content?

Short-Form Content: How does short-form work to bring awareness and promote watching behavior?

Nostalgia, Trends, and Digital Communities: What are some of the benefits and disadvantages of “meme-fication” of content?

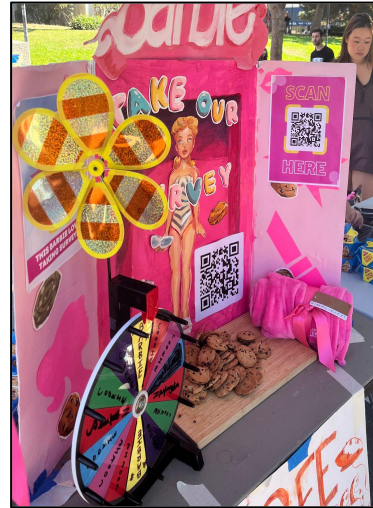
Our Team’s Initial Goals

- Achieve a substantial Gen-Z sample base for quantitative data (**at least N=2000**)
- Perform in-person interviews for qualitative data
- Use both quant and qual to assess 3 main areas of interest for WBD: **social media usage, short-form platforms, and online consumption**
- Maximize Gen-Z enlistment for **Warner Bros. A-List Chat**

Strategy and Implementation

Timeline and Execution

- Team recruitment began in August and finished by September
 - Quant took place over the course of September to the end of October
 - Qual and IDI's were finished by Thanksgiving break
-
- Survey was distributed primarily through physical. In-person intercepts
 - Intercept was active from 11:00 a.m to 5:00 p.m, five days a week over the course of 4 weeks
 - WBD incentives + home baked cookies were provided to encourage participation



Some examples of our tabling set-ups used for in-person intercepts!

Data Analytics

Market Research

Nostalgia

Background Research



Personal Nostalgia

- About a person's **lived experiences** or biography
- Past points in lifespan
- Ex: childhood memories
- Harder to evoke in film as centered around identity



Collective Nostalgia

- Social or **collective dimensions** among a multitude of people
- Ex: Festivals, protests
- Contains subgroups



Historical Nostalgia

- Collective recollection or celebration **of the past**
- Broader in scale
- Influenced by **commercialization** and **consumerism**

SOURCE: Jacobsen, 2023.

Nostalgia can be positive or negative– restorative or reflexive

Nostalgia

IDI Analysis

We asked: Is nostalgia a positive or negative emotion for you?

Positive (60%)

Nostalgia is a "warm, comforting **feeling** of the **past**"...
"being able to **access that point of comfort** is something I find positive."

Neutral (34%)

"Nostalgia is very beautiful... it **fills me with joy** but is also very **bittersweet**...
it's **youth and innocence** that makes me sad... I feel like I don't got any of that
anymore."

Negative (6%)

"Nostalgia is more negative to me and painful as it makes me **miss/dwell on**
the past and **not appreciate** the age I am right **now.**"

Generational Attachment

IDI Analysis

Gen Z and Nostalgia

Gen-Z's positioning within the turn of the millennium informs their outlook on the future:

- Grew up during post-9/11, 2008 Recession, War in Iraq, and COVID

An Uncertain Future Creates Longing For the Past

- Climate change, the housing crisis, and class mobility
- Feeling of “time running out” (Richardson)

The Past as Escape

- Nostalgia used as escapism from the stress of modern life
- Revisiting movies, video games, and novels from childhood

SOURCE: Richardson, 2022; Parker, 2020.

Positive Nostalgia

“I'm transported back in time to the feeling of joy I had watching it as a child.”

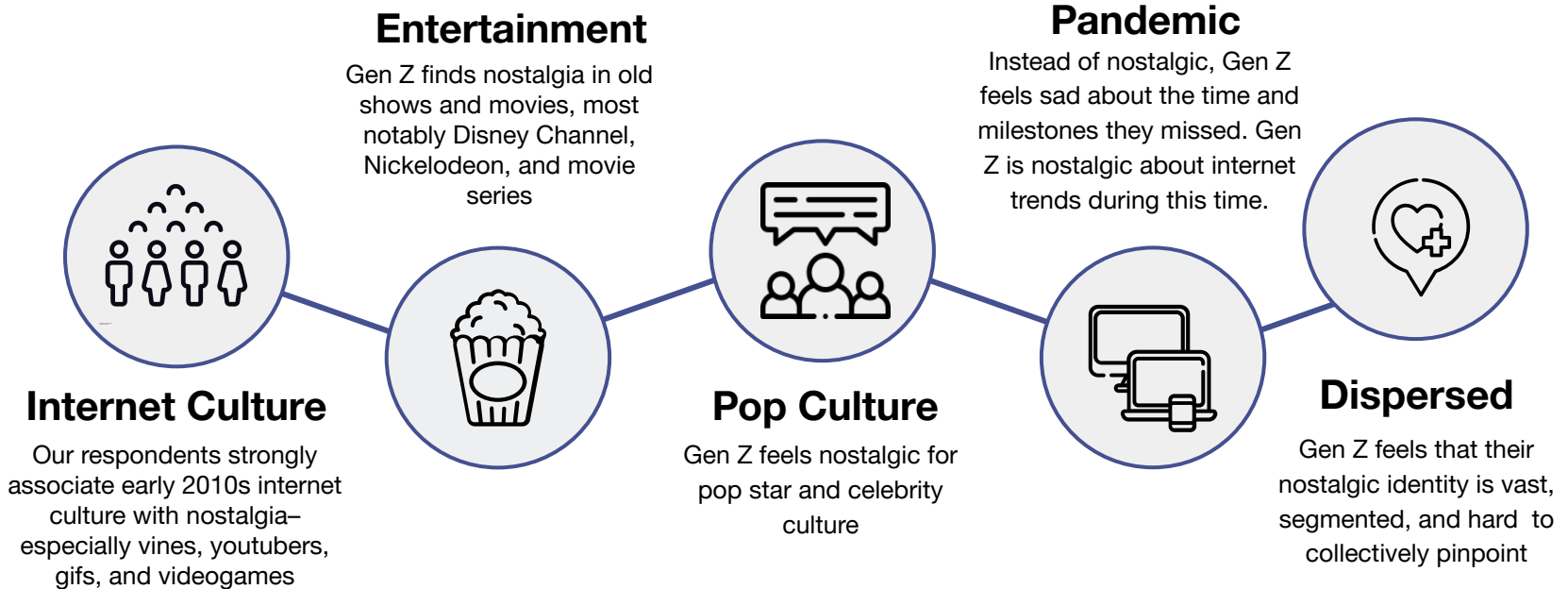
“[Childhood] was my peak happiness, since I couldn't have been sad about anything.”

Negative Nostalgia

Another IDI stated: “It is a positive feeling, but can turn into a sadness and longing for childhood.”

How Gen-Z places their nostalgic identity

IDI Analysis



Conclusion

Comprehensive Insights

Quantitative Phase

Films and TV are being dispersed through short-form content on IG & TikTok — **primarily through content creators or shared via their known social circles.**

Gen Z consumers are incentivized to watch content that allows them to **engage in discourse with their peers online and in-person.** This is especially true when paired with the *meme-ification of content* and the sharing of content within their age-group.

Discovery of existing content can be facilitated through “meaty” clips which **draws the attention** of new viewers backed by reactions and opinions of those in segmented digital community.

Consumers look for familiar content as a way to further satisfy their desire for nostalgic sentiments, but also as a way to **understand their nostalgic identity within a larger niche community.**

Qualitative Phase

What draws Gen Z to digital communities?

- Heightened sense of community
- Avenue for escapism
- Need to be *in the know*

Trends and “bite-sized” content underscore the increased need for social media content to be convenient.

Gen-Z finds the most nostalgia from eras within the 2000s and 2010s. However, Gen-Z experiences “fomo” and fascination for the 80s and 90s out of a need to **discover their generational identity.**

To tackle the diverse range of digital niches and online communities, corporate strategy should be to segment efforts in to ensure relatability for each — not a one size fits all method.

Thank You!
+ Q&A

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