

Case Study: Digital Media



Mission

To attract new multicultural growth audiences and create new positioning for new digital assets, an international media company sought to better understand Black and acculturated Hispanic audiences' digital media consumption and its influencers.

Approach

Using qualitative research methods, Lightbeam helped the media company better understand the digital media landscape, key influencers, digital engagement of news and music media outlets Buzz Feed, Fuse TV, the ROOT, and Vice.

Results

Findings were used to develop differentiated positioning strategy of the various media outlets across digital platforms.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.