

Case Study: Streaming Media



Mission

To gain a better understanding of engagement around the crime genre for Black consumers and increase viewership.

Approach

Lightbeam conducted focus groups for a major content streamer to explore the dimensions of the crime story when it comes to Black consumers, what motivates them, how to reach them, as well as authentic narratives that attract them.

Results

Findings were used to help develop more culturally nuanced programming as well as relatable marketing and communications to deepen Black crime drama fans' engagement.

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