

Case Study: Traditional Media



Mission

To optimize bundle offerings and attract gamers and Generation Z, a cable television network sought to gain a deeper understanding of the impact of bundled subscriptions with a major gaming entity.

Approach

Lightbeam conducted a mixed method hybrid study among tweens, teens and young adults to better understand values, engagement and emerging needs, as well as opportunity gaps.

Results

Findings informed the network's bundling, pricing, and messaging strategies.

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