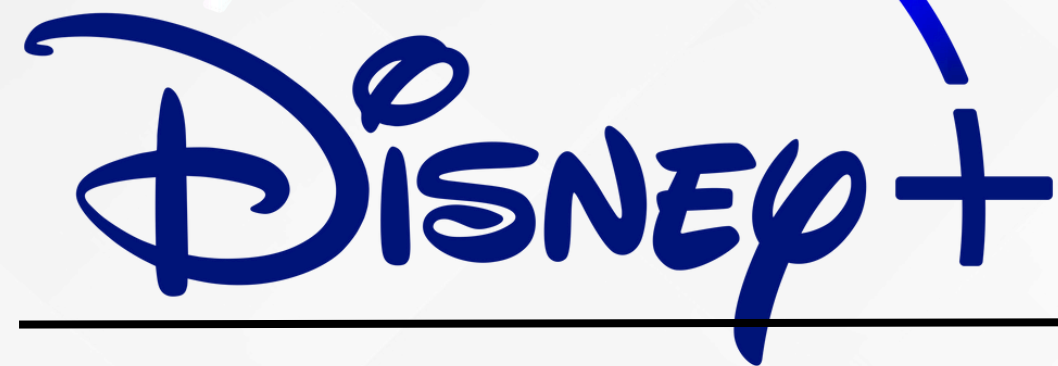


# CONSUMER RESEARCH



Client-Relevant Insights + Strategic  
Recommendations

ADV3500

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# CLIENT NEEDS ASSESSMENT

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## Client Objectives

- Increase subscribers by 15% globally in 12 months through exclusive content and targeted marketing.
- Boost average monthly viewership by 20% with improved recommendations.
- Achieve 25% growth in key markets and reduce churn with enhanced user experience and exclusive perks.



## Key Business Challenges

- Limited content catalog: Unlike Netflix and HBO Max, Disney+ offers fewer titles, potentially impacting retention.
- Intense competition: The streaming industry is fiercely competitive, with constant pressure to attract and keep subscribers.
- Weak brand differentiation: Marketing efforts are not strongly resonating with the 30-34 age group, leading to lower engagement.



## Scope of Research

- Demographic focus: Deep dive into 30-34 millennial age group.
- Marketing effectiveness: Identify the most impactful channels to optimize advertising spend.
- Subscriber preferences: Analyze valued features and how personalized recommendations can improve engagement.



# SECONDARY RESEARCH

## SIMMONS DATABASE

### Simmons Database Insights

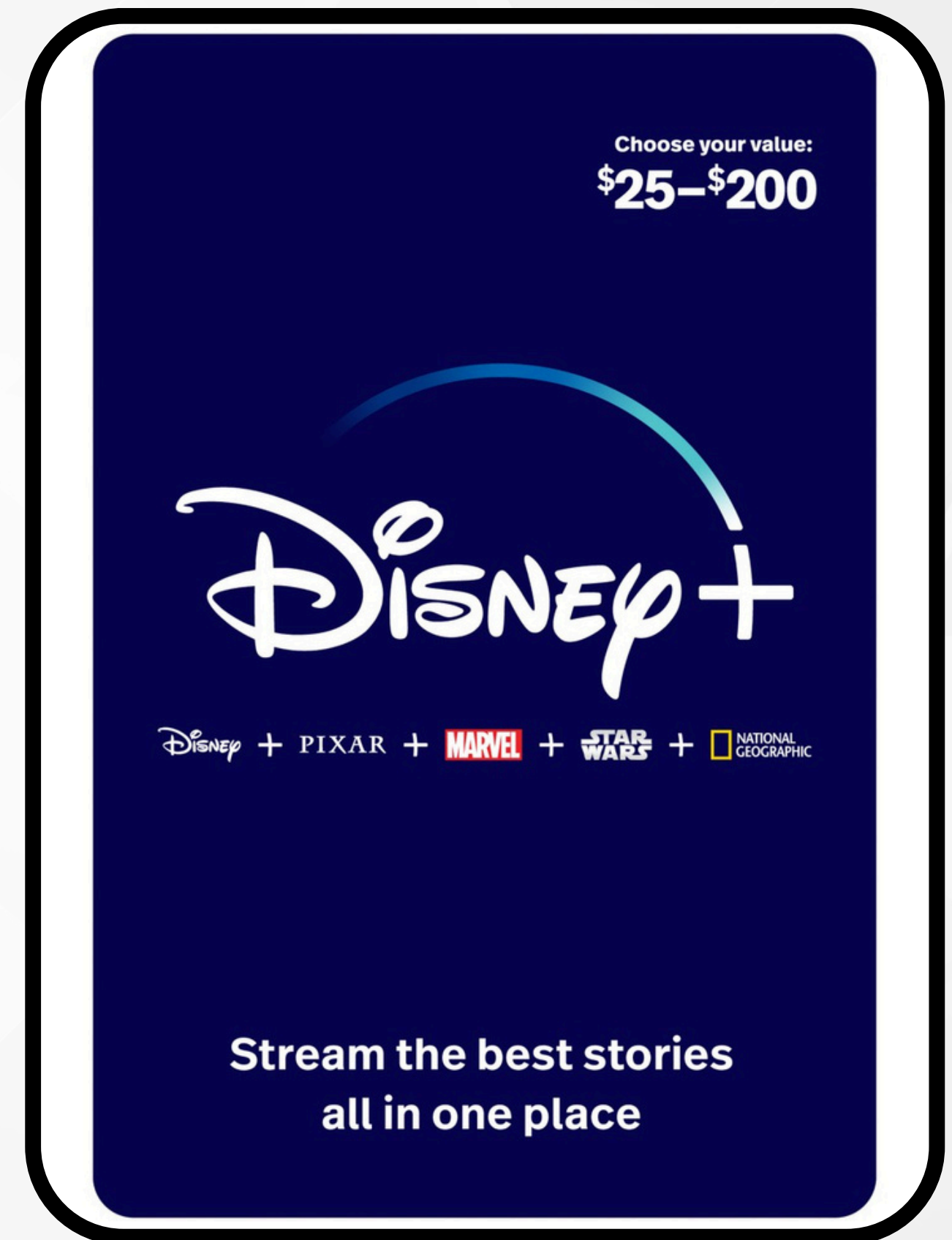
- Key demographics: 52.59% of Disney+ subscribers are women, and 14.57% are aged 30-34.
- Competitive comparison: 74.69% of 30-34-year-olds prefer Netflix, indicating intense competition in this segment.

### Key Client Insights

- Content appeal: Nostalgic shows resonate well with families, but there's a demand for reality TV and grittier genres.
- Bundling success: Bundles with Hulu and ESPN+ are popular among parents balancing family viewing needs.

### Market Context & Trends

- Rapid industry evolution: Subscriber preferences are shifting fast, fueling competition.
- European growth potential: Millennials and family-oriented services present significant opportunities.
- Strategic focus: Expanding content variety and personalizing marketing efforts will strengthen Disney+'s competitive position.



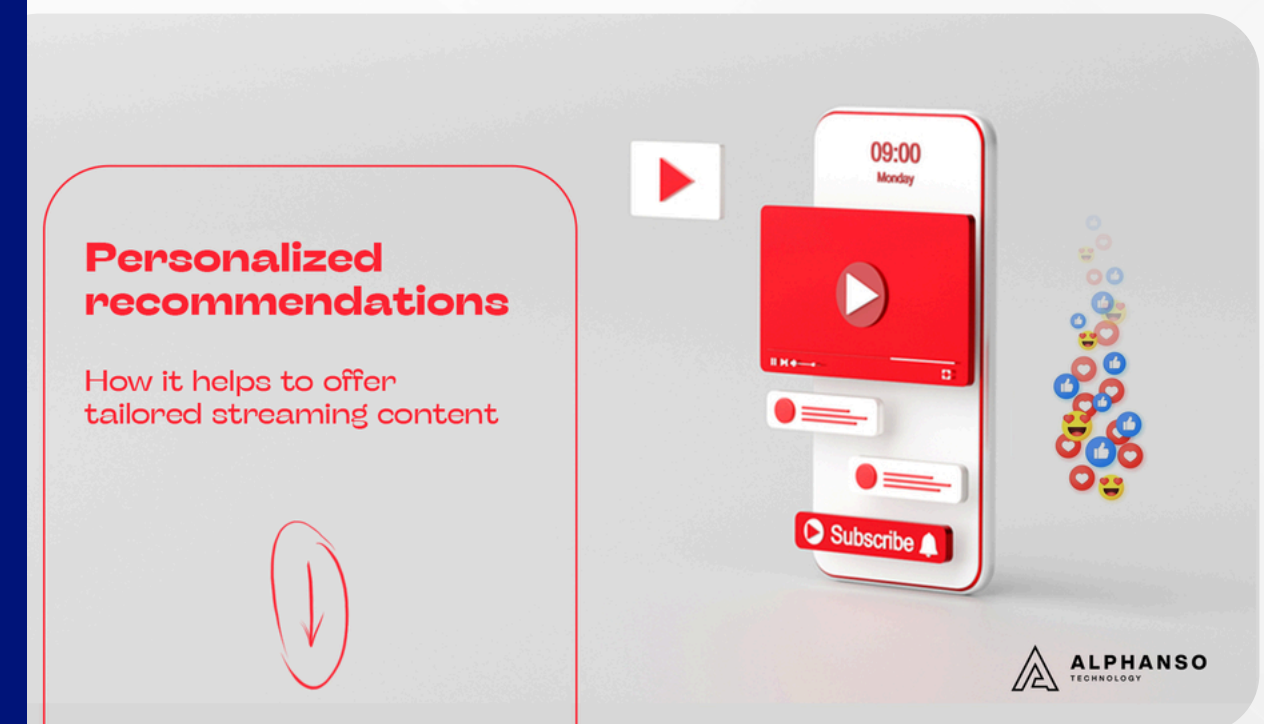
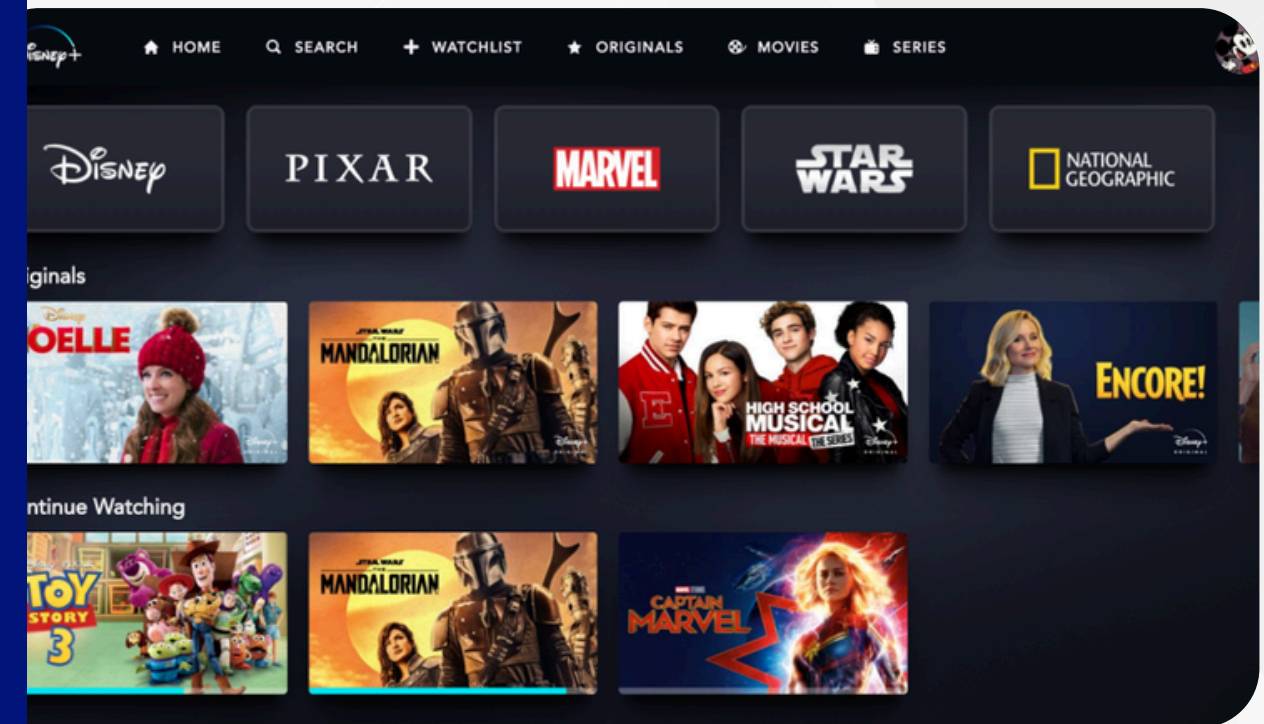


# MARKET RESEARCH DESIGN

What motivates consumers to choose Disney+ over competitors, and how can these motivations shape future advertising strategies?

What features do current Disney+ subscribers value most, and how can these preferences guide the creative direction of advertising campaigns?

Finally, how can personalized recommendations influence content discovery and drive engagement, and how can this insight inform advertising strategies?



# FOCUS GROUP

Key Quote: “I love Disney+ for the family-friendly content, but I wish they had more reality TV and shows for adults like Netflix or HBO. ”

## IMPLEMENTATION

**Demographics:** Ages 30–34, full-time professionals, active streamers

**Recruitment:** Instagram story with sign-up link

**Logistics:** Hybrid (In-person & Zoom),

## METHODOLOGY

**Data Collection:** Transcriptions and session notes

**Analysis:** Thematic coding to identify patterns

**Comparison:** Cross-participant analysis

## KEY DISCOVERIES

**Content Gaps:** Demand for more reality TV & gritty shows

**Advertising:** Ads appreciated but lack urgency

**Bundle Appeal:** Parents value Disney+ Bundle for savings

# ONLINE SURVEY

## Measurement Rationale & Key Metrics:

- Engagement value - Customer preference
- Influential value - Purchasing decision
- Perceived value - Real customer choices

Which statement best describes your current employment status?

☐ Working (paid employee)

☐ Working (self-employed)

☐ Working (temporary layoff from a job)

☐ Not working (disabled)

☐ Not working (retired)

Multi-Item Scales: User Engagement with Streaming Services

Instructions: Please rate the following statements about your overall engagement with streaming services on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

	1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree Nor Disagree	4 - Somewhat Agree	5 - Strongly Agree
I discover new shows and/or movies on streaming platforms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I regularly watch streaming content recommended by streaming services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find myself binge-watching series on streaming platforms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I discuss shows and/or movies from streaming platforms with my friends and/or family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I regularly use multiple streaming platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Multi-Item Scales: User Engagement with Streaming Services

Instructions: Rank the streaming services brands according to your preference of content they provide.

Netflix

Disney+

HBO Max

Amazon Prime

Hulu

Other

Original Multi-Item Scale: Perceived Value of Disney+

Instructions: Please indicate your level of agreement with the following statements about Disney+ on a scale of 0 (Strongly Disagree) to 100 (Strongly Agree).

0102030405060708090100

Disney+ offers a wide variety of content that is appealing to me.

The price of subscription for Disney+ is reasonable for what content is offered.

I think that Disney+ has original, high-quality programming.

Q13

Would you consider subscribing to Disney+ in the near future?

☐ Yes

☐ Maybe

☐ I am not sure

☐ Probably not

☐ No



- **High Engagement trend**
- **Larger Positive Sentiment**
- **Marvel vs. AgathaAllAlong**

- **#BeReadyForMagic**
- **#Marvel**
- **#Disney**
- **#AgathaAllAlong**



# METHODOLOGY REFLECTION

## Most Challenging Methods:

- Recruitment process for focus group- ensure participants are correct age, had jobs, active subscribers to Disney+
- Social media usage, family members

## Most Enjoyable Approaches:

- Participant engagement in focus group- smaller group sizes allowed for intimate environment, comfortable to share thoughts
- Discussions unfolded naturally for honest feedback
- Hybrid format gathered range of insights from participants



## Strengths and Weaknesses:

### Strength- Targeted Demographic Focus

- ensuring participants filled all requirements (age, job, subscribers) allowed for targeting insights

### Flexible Approach

- hybrid format accomodating for participants with busy schedules

### Qualitative Insights

- qualitative approach provided deep insights into emotional and cognitive factors about Disney+

### Weakness- Subjectivity in Data

- risk of bias from interpretation of answers, may be overemphasized or underrepresented

### Limited Participant Pool

- group size kept small, larger pool may give more comprehensive data

### Recruitment Challenges

- while social media was used to attract participants, could have excluded subsets of target audience who are not as active on platforms



# KEY FINDINGS

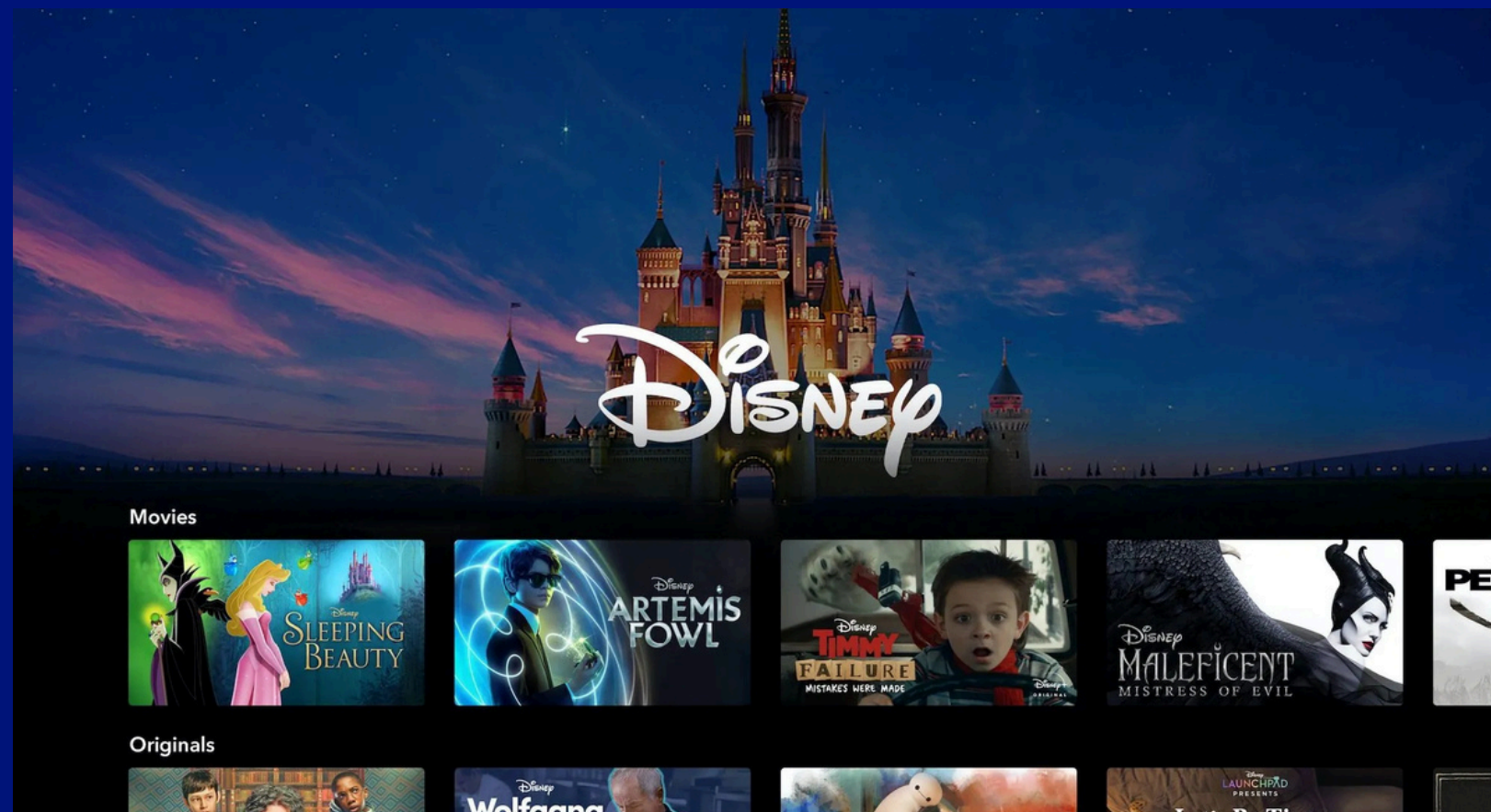
## Mosi Significant Discoveries:

- participants aged 30–34 appreciate nostalgic feel, but it lacks content variety
- Disney+ advertising is not initially compelling to this demographic
- value the bundle options with other services



## Strategic Recommendations:

- expand content library to meet demand for mature content
- targeted campaigns to emphasize nostalgia, content, and bundles
- personalized recommendations for viewing experience



# THANK YOU!

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