

GBTQ+  
GEN Z

Bucking the one-size-fits-all stereotype

Reflect marginalized voices

New, real-world feminism



## KEY TAKEAWAYS

1. ARTISTS AND FANS ARE REBUILDING HOW CREATIVITY IS SHARED
2. AUDIO IS BECOMING PEOPLE'S GO-TO SOOTHING ENTERTAINMENT
3. GAMING WORLDS AND IDEAS ARE TAKING OVER ENTERTAINMENT
4. PEOPLE WANT TO ENGAGE WITH MUSIC FEEL TRULY
5. PEOPLE ARE FINDING ENTERTAINMENT FEELS FAMILIAR
6. PEOPLE ARE MOVING FROM TV TO STORYTELLING

### TOOLKIT

# Media Snapshot

**Understand when, where and how best to reach your audience**

We write a survey to uncover how your audience consumes media. With this data, we identify trends and provide recommendations on how best to meet your customers on the right platforms and at exactly the right moments.

**Great for:**  
Media planning  
Communication strategies

**Starting cost:**  
£15,750 / \$22,000  
n=1000 general population in 1x English speaking market  
Pricing for other audiences available on request

**Min turnaround:**  
4 weeks

STUDY:

## THOUGHT STARTERS:

Reflect societal values through storytelling

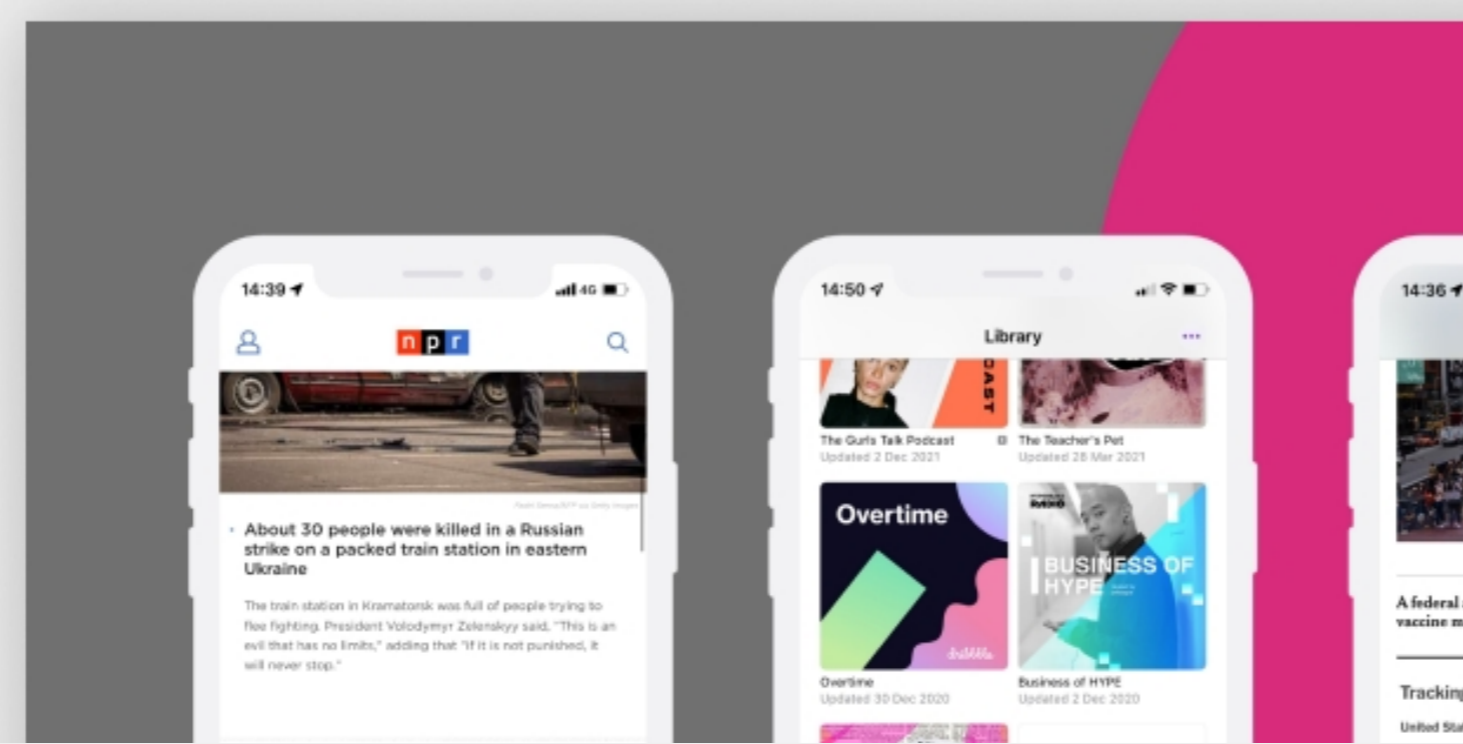
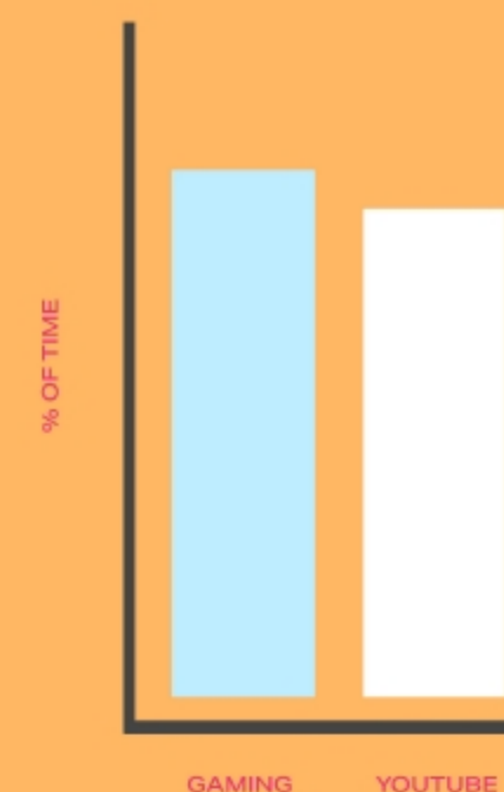
Rebrand harmful stereotypes

Use nostalgia to appeal to old and new audiences

COMMUNITY  
RESEARCHERS

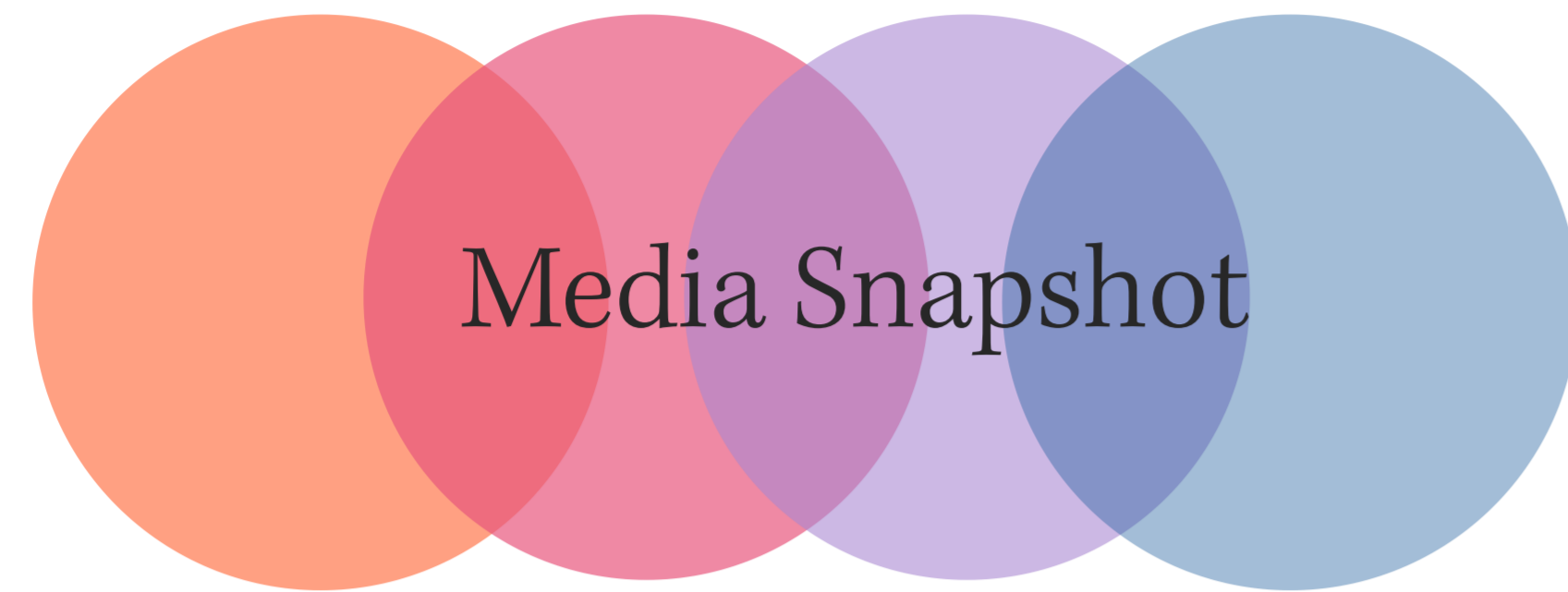
American Gen Zers spend more screen time on both gaming and YouTube than watching TV shows.

HUB ENTERTAINMENT RESEARCH





## METHODOLOGY



### RESEARCH

#### Desk Research

Researching the Canvas8 Library and secondary sources such as news articles, books, and opinion pieces.

### RESEARCH

#### Media Landscape Survey

A 12-minute templated online survey of the general population, exploring media attitudes and behaviours across various platforms, channels, and formats. Includes tailored media brand/partner lists, plus two bespoke questions.

### ANALYSE

#### Thematic Clustering

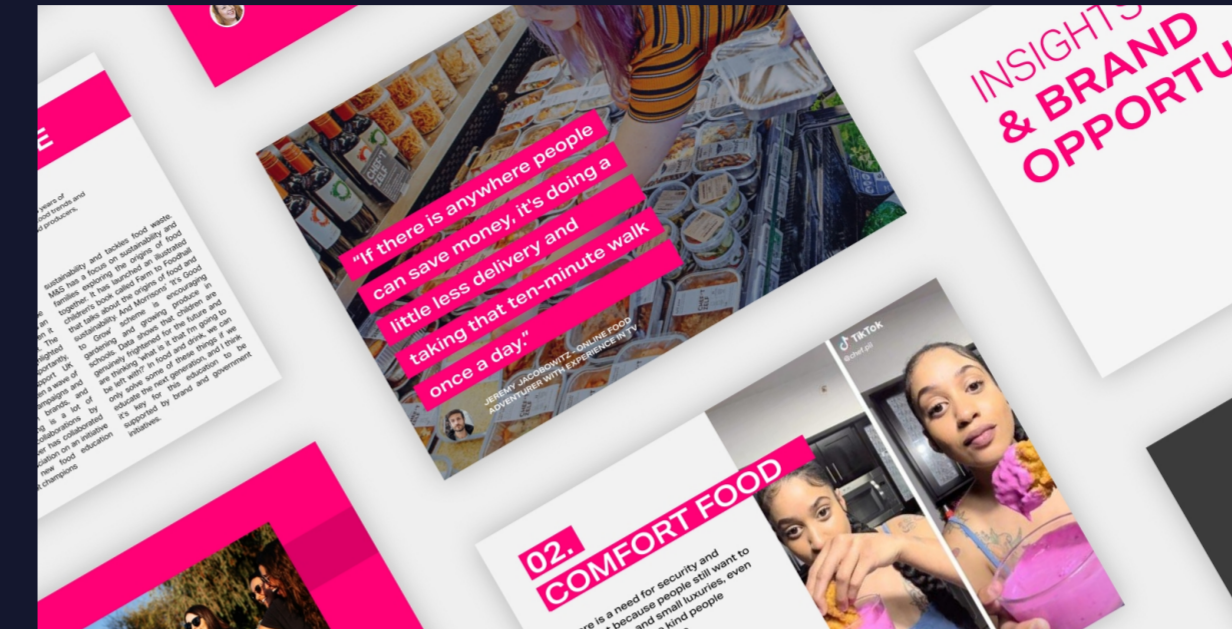
An approach that surfaces the most important and prevalent themes from social research.

### NARRATIVE

#### Strategic Playbook

A synthesis of concise and action-oriented key findings.

## WHAT WE DELIVER



### Behaviour Snapshot:

A 15- to 30-slide deck to communicate the most important findings from the project.

### Raw data:

Quantitative data from the research delivered in tables. Raw data can be provided in a flat-file (e.g. CSV or Excel) or formats compatible with the likes of SPSS (e.g. .sav).

## USE CASES

I want to... build a 'media use' map of my audience.

I want to... uncover which platforms are most likely to influence behaviour.

I want to... identify when campaigns on certain platforms are most likely to resonate.



Canvas8 are a leading behavioural insights practice. Working across media, communication and product design, we harness a range of research methods to reveal practical insights into what audiences really think and do.

Get in touch with your account manager to learn more.