



International kids tv brand tracker

Nickelodeon is one of the leading satellite television networks providing a wide range of kids programming around the globe. We worked together to explore the role of key content and identify drivers of engagement for kids television around the globe

The Challenge

Understanding their audiences and communicating with viewers, including kids and their families, is pivotal to the success of the Nickelodeon brand.

At an international level, Nickelodeon wanted to understand their media landscape; identifying key touch-points and programmes that drive overall engagement and brand warmth towards their channels.

A global scale brand tracker was the answer, and we launched Nickelodeon's international brand tracker in 2013 to explore the brand across the world as kids and parents increasingly interact with the brand in different ways.



Approach & Outcome

Using our network of global online panels we track brand and channel performance amongst kids and families across 14 markets in the UK, Europe, Asia, Australasia and the Americas. Through the use of gamification we keep the kids stimulated and engaged throughout the survey, to ensure they provide the information we need while having fun at the same time.

As well as understanding satisfaction towards the perception of the brand and key associations, the research focusses on; Channel and TV show awareness, programme usage and preferences, wider brand touch points including merchandising, plus website awareness and usage.

Research has enabled them to determine awareness of the brand and brand warmth across their target audiences; track brand values and perceptions in a competitive context and map out the different brand touch-points and the role these play in engaging Nickelodeon's audiences.

The bespoke online reporting portal provides the global team access to KPI dashboards for all markets to identify any changes in brand performance; Exploring the role of key content and channel perceptions in driving overall perceptions and engagement with Nickelodeon as well as Nick Jr.

