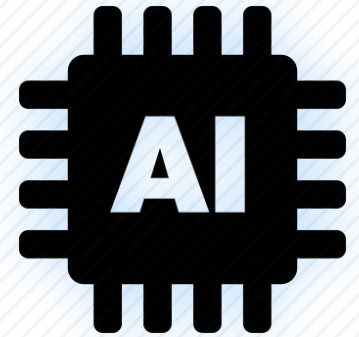# How AI-enhanced audience research got an Emmy winner's new show off the ground

AI

Company Profile:
Fred Graver

Client Sector:
Entertainment

Solution:
Audience Intelligence
Consumer Insights

- **Challenge:** To research key demographics for audience understanding and character development

- **Solution:** Audiense's Personality Insights powered by IBM Watson highlighted values and personality traits of users like his protagonist, and the tastes of the show's target audience

- **Results:** Identified and researched 850,000 people in a specific niche of the target audience. Defined character traits for lead protagonist, informing key plot points that lead to the show's pilot
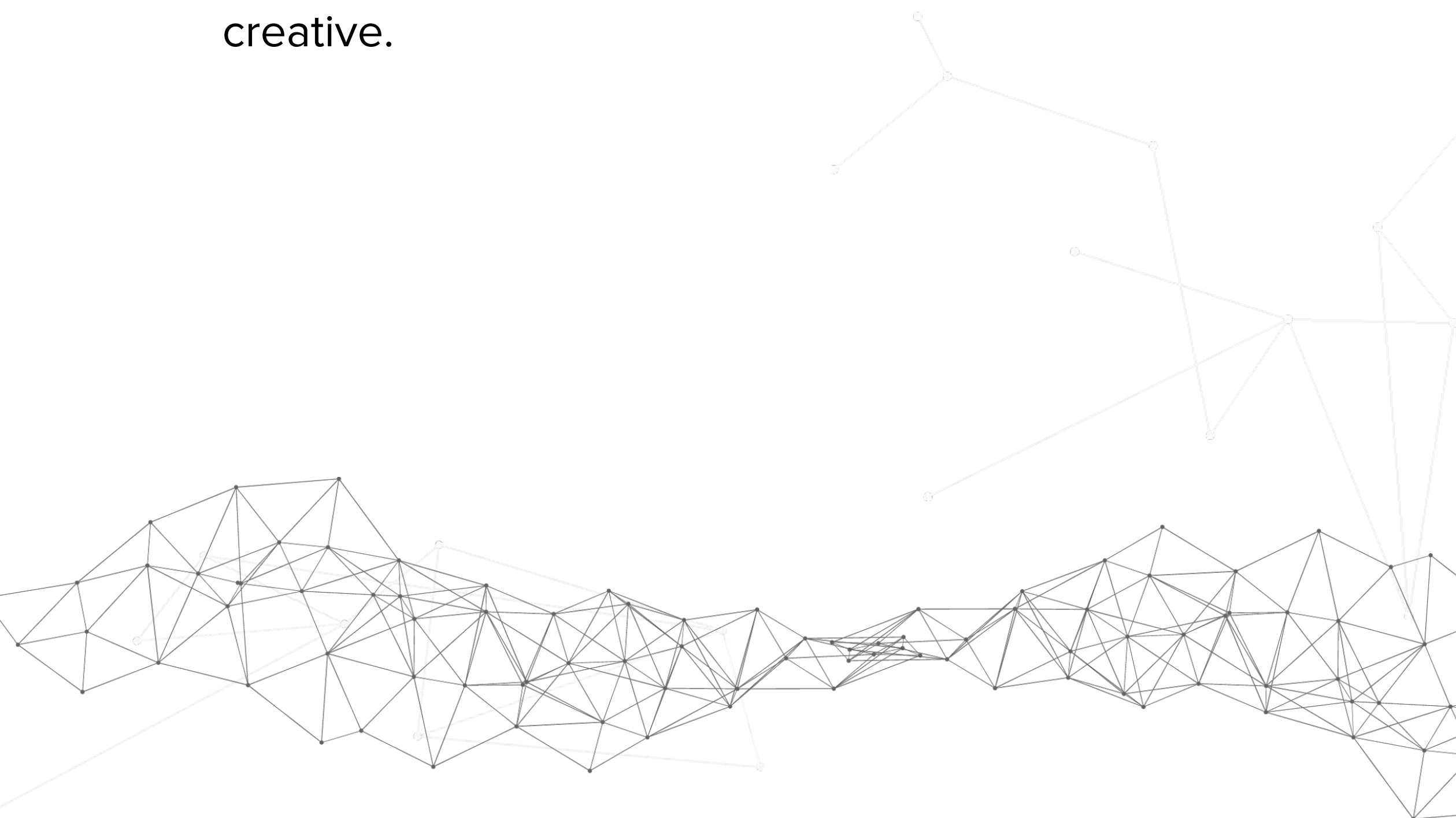
audiense

"I often wondered how I could accurately portray different characters for different audiences. Audiense helped me by identifying these audiences, allowing me to 'listen' to them and understand them. They put together the psychological traits of the character I needed to create, and I was able to keep those traits in the back of my head as I was writing."

Fred Graver - TV writer and producer
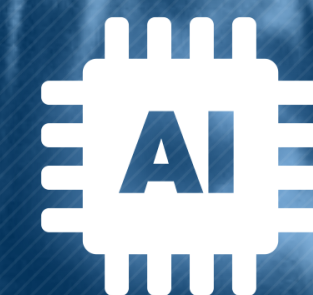
audiense:

Fred Graver is a **four-time Emmy** winning TV writer and producer. In a career that **spans 35 years**, his credits include **Cheers, The Jon Stewart Show,** and **Late Night with David Letterman**. He recently spent four and a half years at Twitter as global head of TV creative.

audiense

TV with a Social Media twist

Successful **storytelling** is reliant on an intelligent understanding of who the audience truly is, what they value, what resonates with them, and what their lives are really like.

Fred Graver understood this and wanted to implement it in his latest show. Fred's instinct was that, as competition for audience attention becomes more fierce, the **pressure to connect with an audience quickly,** and for them to feel that the show is "theirs", is more important than ever.

Movie studios **(Legendary, MGM)** already use social data to assess a show and its audience before they greenlight a project. And audience data is used by TV networks and studios to market a show. Graver wanted to know if he could use that data to help solve his problems in the creation of his show.

The original premise skewed to a **very niche audience**, so a larger audience needed to be found and understood in order to expand the appeal without altering the core premise of the show. He was also struggling to flesh out one of his lead characters.

audiense

Big insights for the small screen

Graver identified an audience of **850,000 digitally active women**, to which he wanted his show to appeal. He was able to **study this audience**, its affinities, and what was resonating with it (including what the audience found funny). The conversations and actions that these people were engaging in daily **guided the tone of the show.**

With this **ready-built audience**, there's already a group that can be marketed to when the show hits the airwaves. The level of depth that had been uncovered about the tastes and personalities of the audience also gives sponsors a clear view on with whom the show is likely to connect. He also **added in location and language targeting**, to hone in on a **very specific demographic** that matched one of his lead characters.

This audience was analysed using **Personality Insights** powered by IBM Watson in the Audiense platform, unearthing character traits and values common amongst the audience. **Guidance from these insights** allowed him to **shape his protagonist's motives, and guide the storyline for his pilot.**
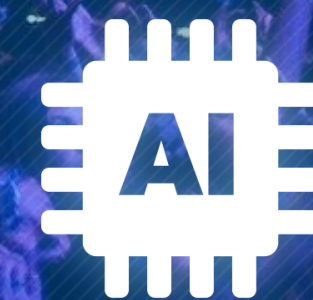
audiense.

The ratings are in!

- Found **850,000 targeted individuals** to research and market toward.
- Identified **key brands** and **cultural trends** for the show's target audience
- Understanding of **different audience segments** allowed for broadened appeal
- **Defined character traits and values** for lead protagonist using AI, informing **key plot points.**
- Guided writing of the pilot episode

audiense