

CONSULTANCY PROJECT



STAR



Team Star

July 28th, 2016

MS Marketing Intelligence, Fordham University



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THIS MENU HAS TWO ENTREES

Audience Trends Analysis:
Updated Analysis of Food Network Audience Ratings vs. Competition

Program Diagnostic Analysis:
Cooks vs. Cons (Season 1 & 2)
and Chopped Junior (Season1)





Audience Trends Analysis



PREPARATION

- Compared Food Network's audience trend and those of other competitive networks over different time periods.
- Provided projections for Food Network and its competitors using Three Quarter Moving Average Method.





COOK & SERVE

Analysis & Conclusion

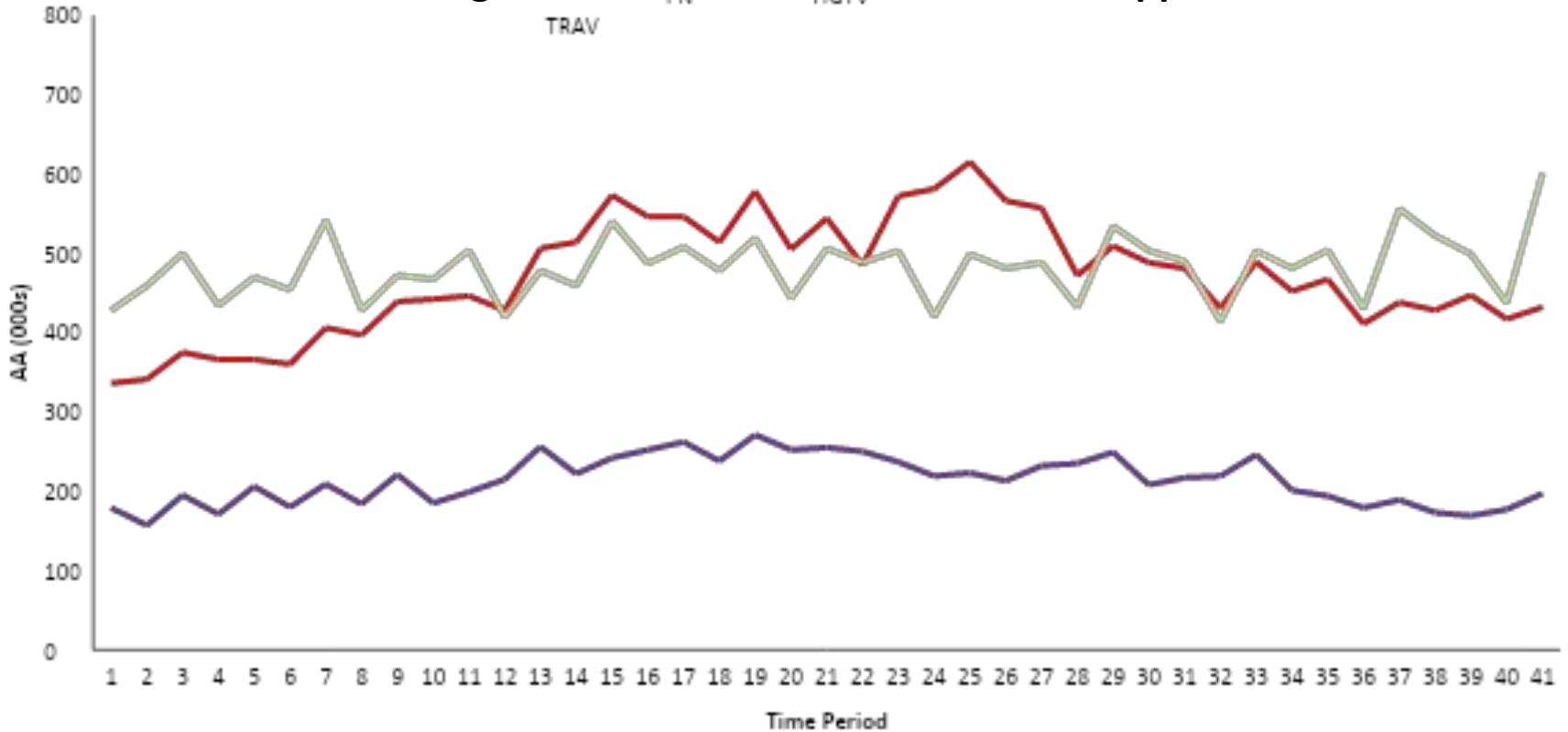




Trend Since 2006: People still need Food

COO

Average Audience for Networks under Scripps

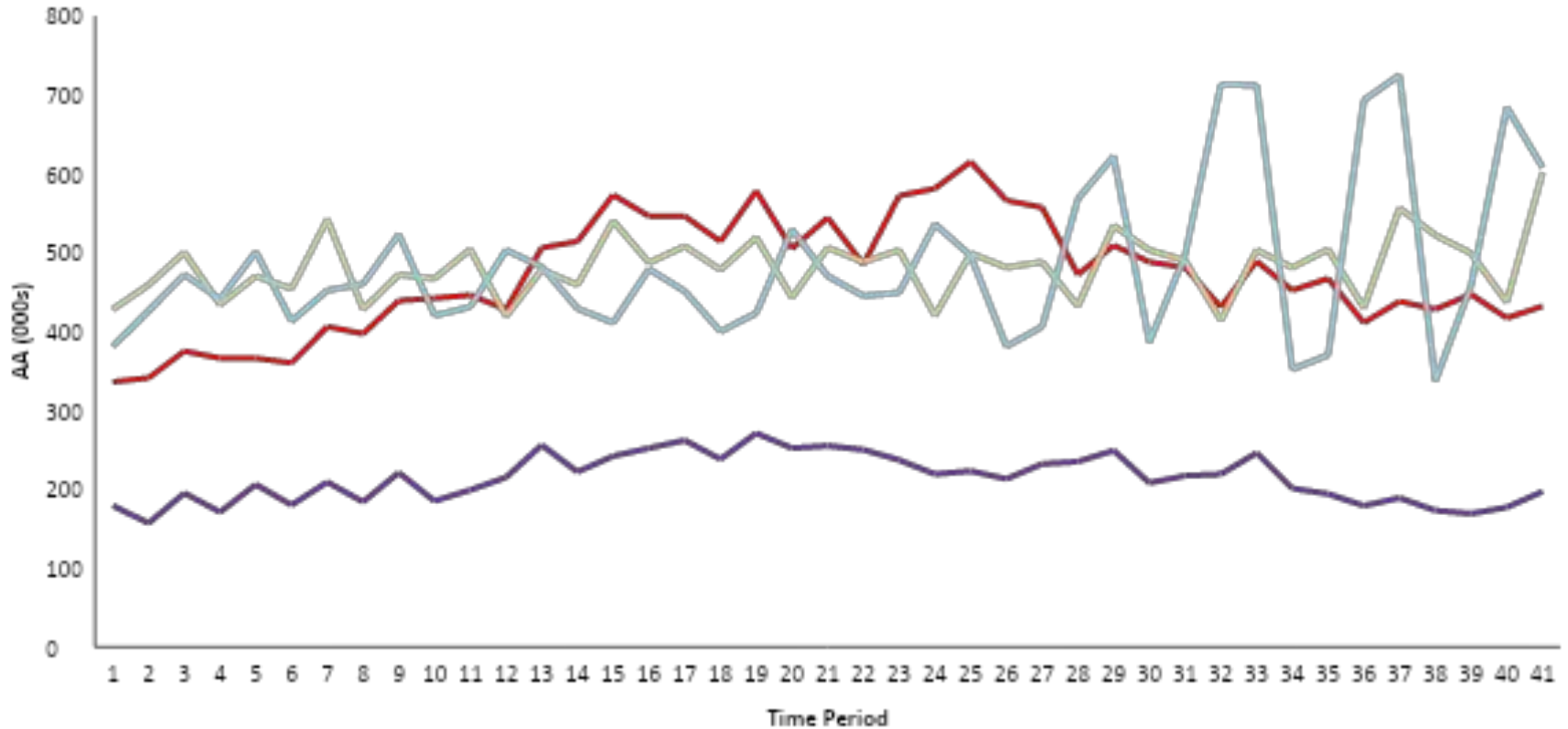




Trend Since 2006: People still need Food

COO

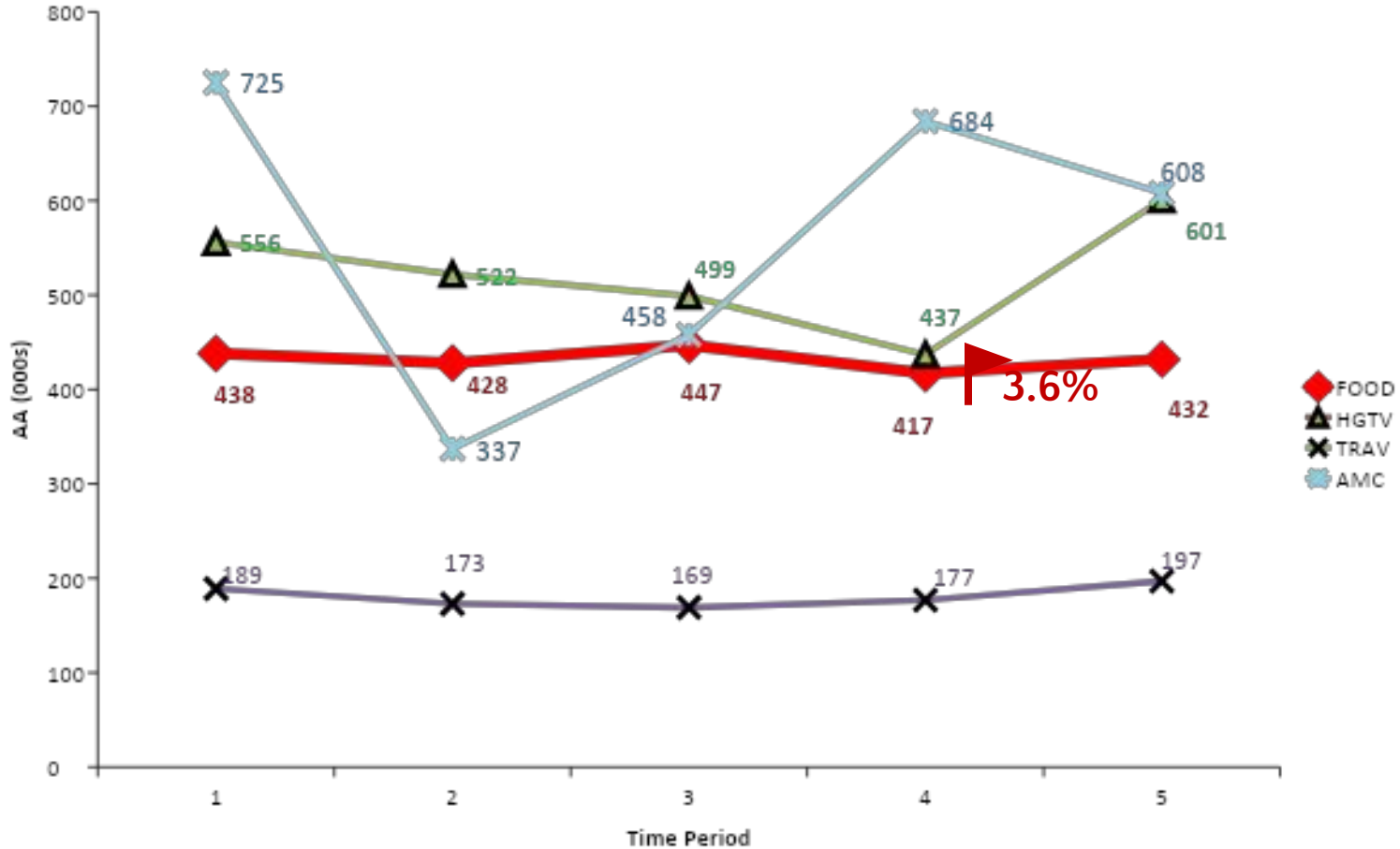
Average Audience for Scripps Network and One Strong Competitor





Current Trend Since 2015 Q1: Steady

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Recent trend is flat – except for AMC

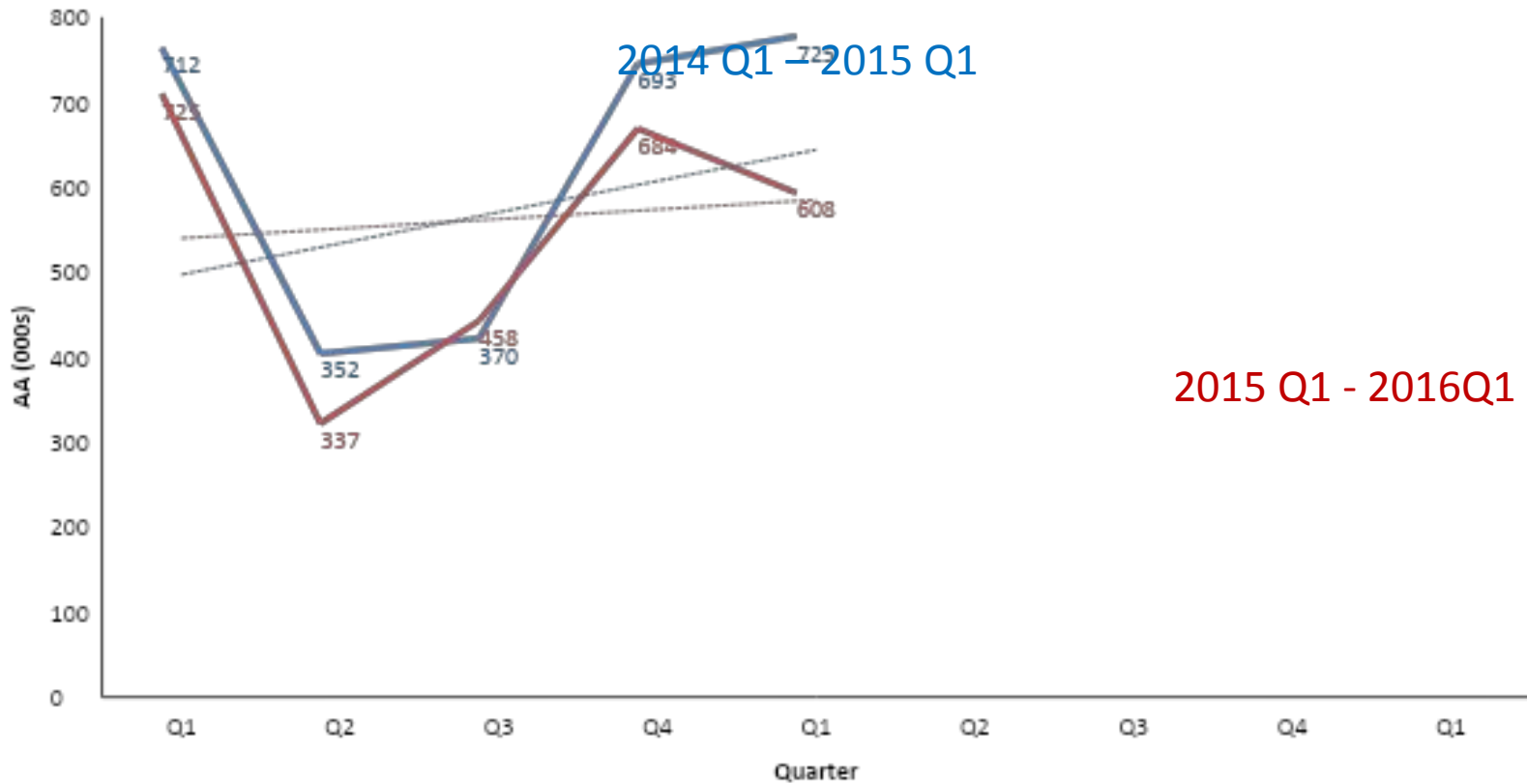




Performance Comparison with Last Time Period - AMC

COO

Worse than before



2015 Q1 - 2016Q1

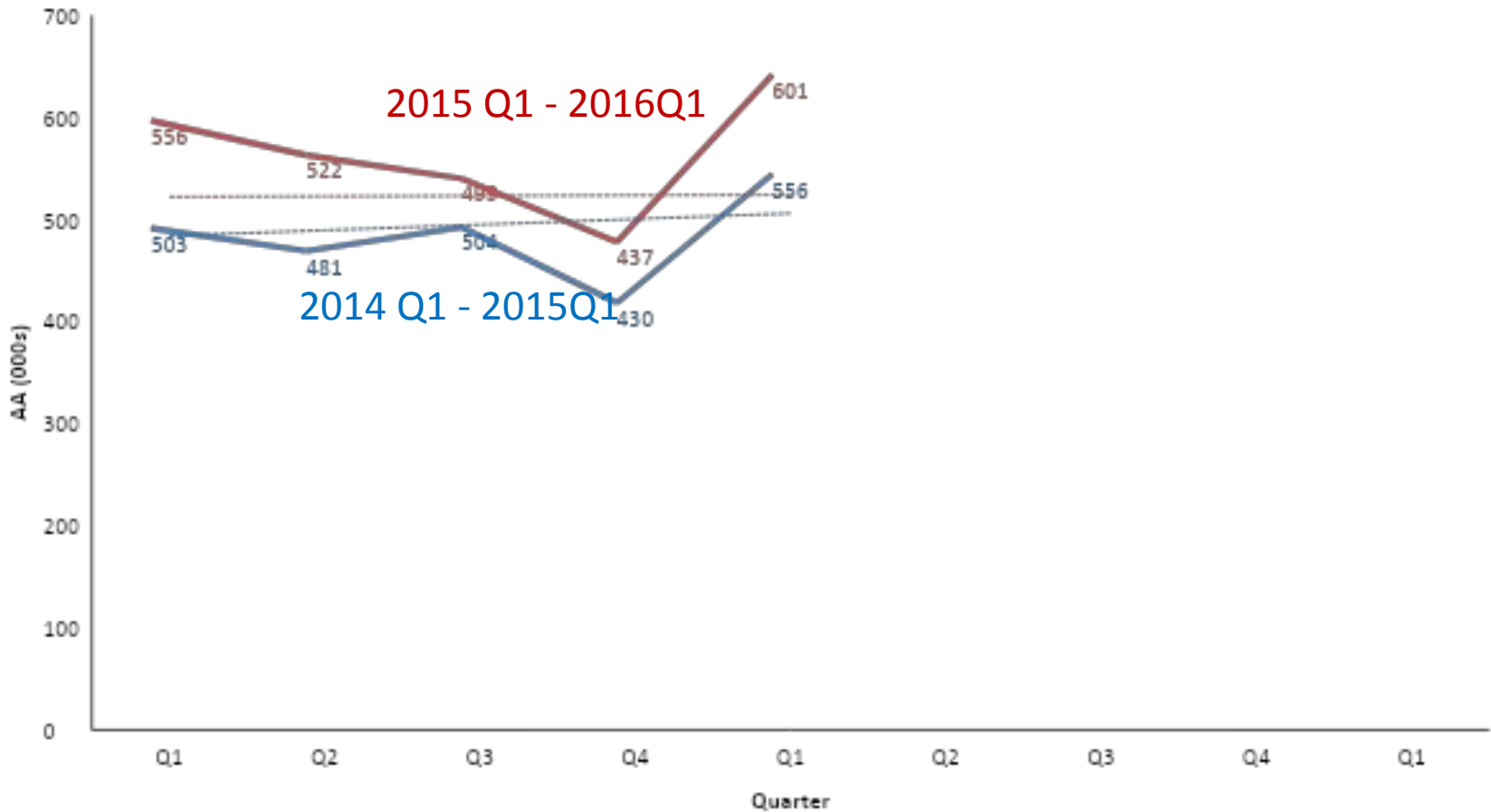




Performance Comparison with Last Time Period - HGTV

COO

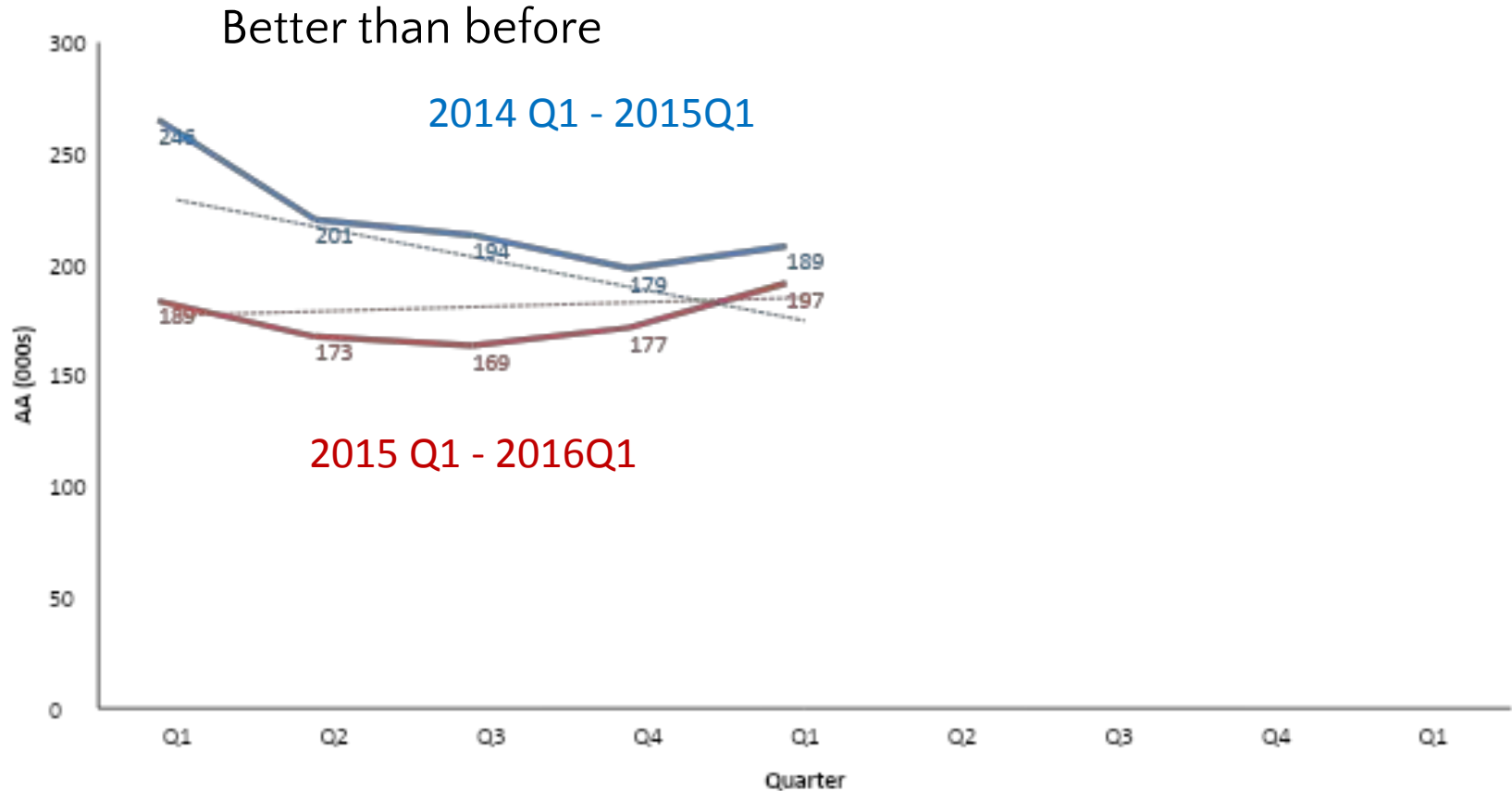
Worse than before





Performance Comparison with Last Time Period - TRAV

COO

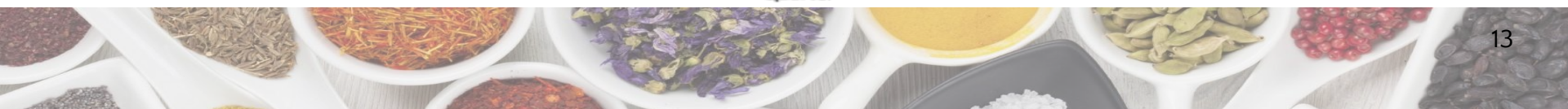
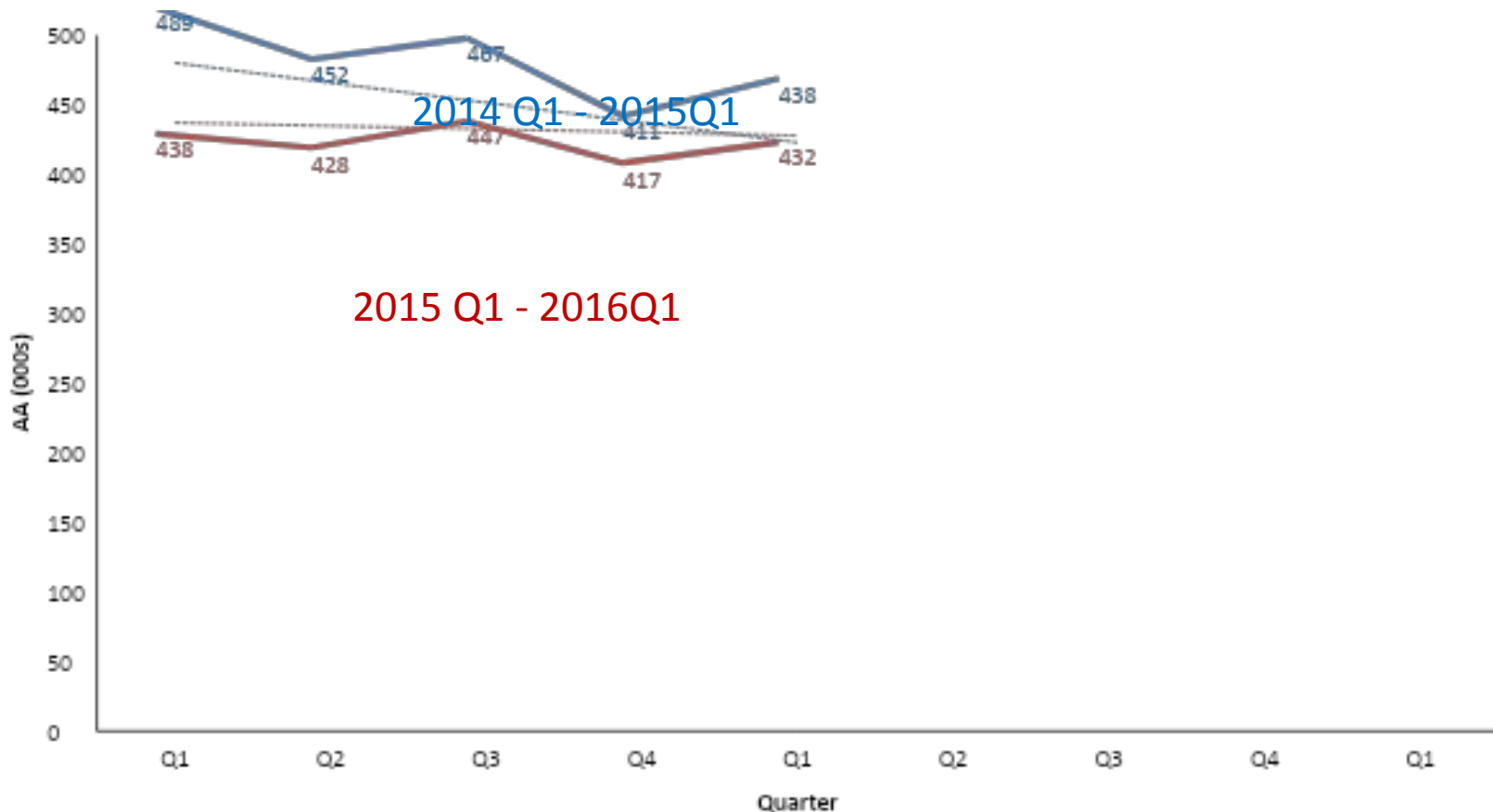




Performance Comparison with Last Time Period - FN

COO

Better than before





Doing Better than Previous Year

SERV

Audience attraction of Food Network has **improved** since the previous year.

2014



2015



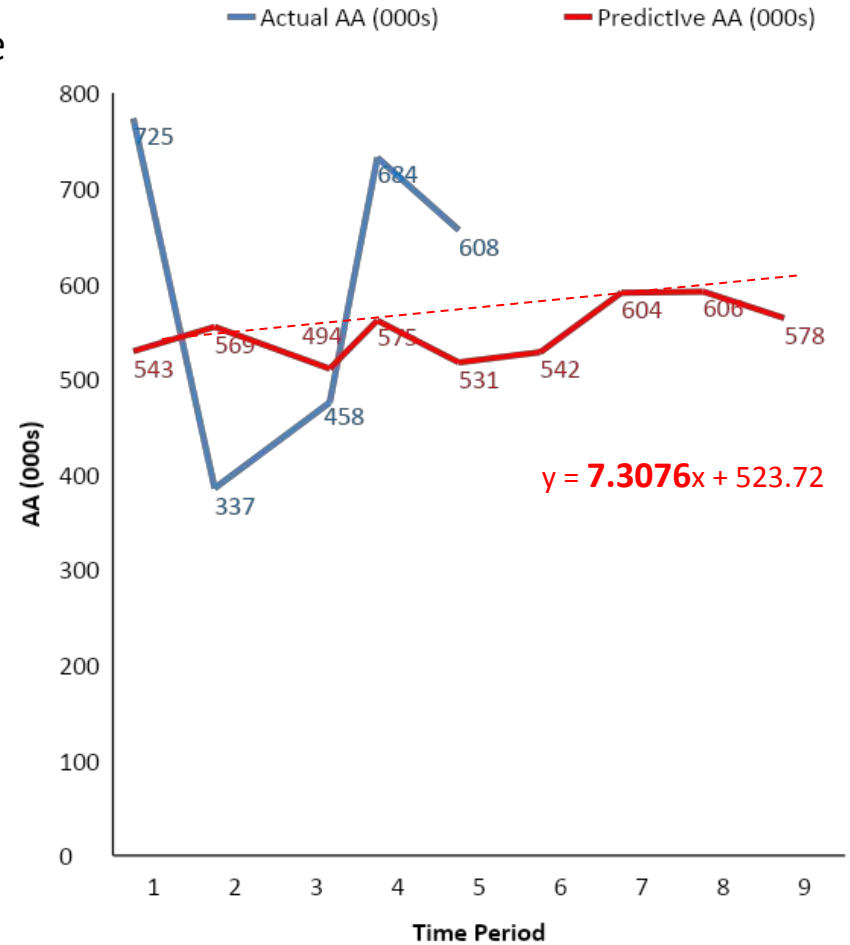
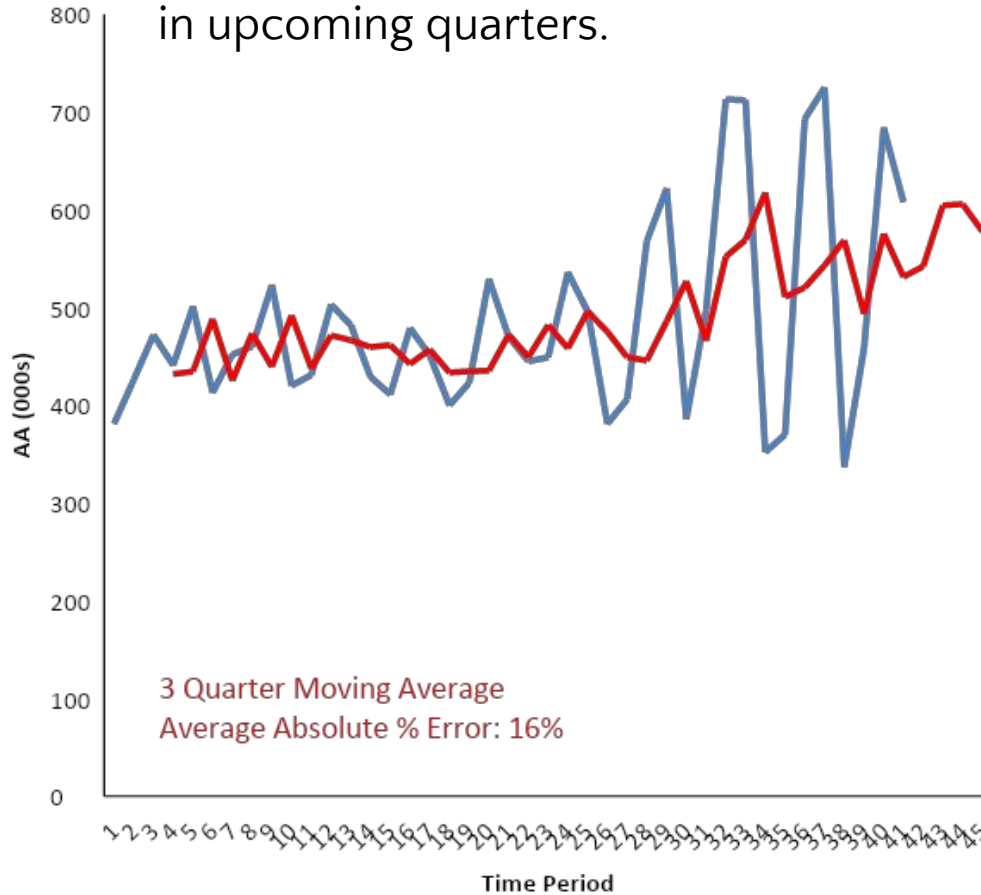
2016



Predictive Analysis - AMC

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Prediction: Overall, AMC AA will increase in upcoming quarters.

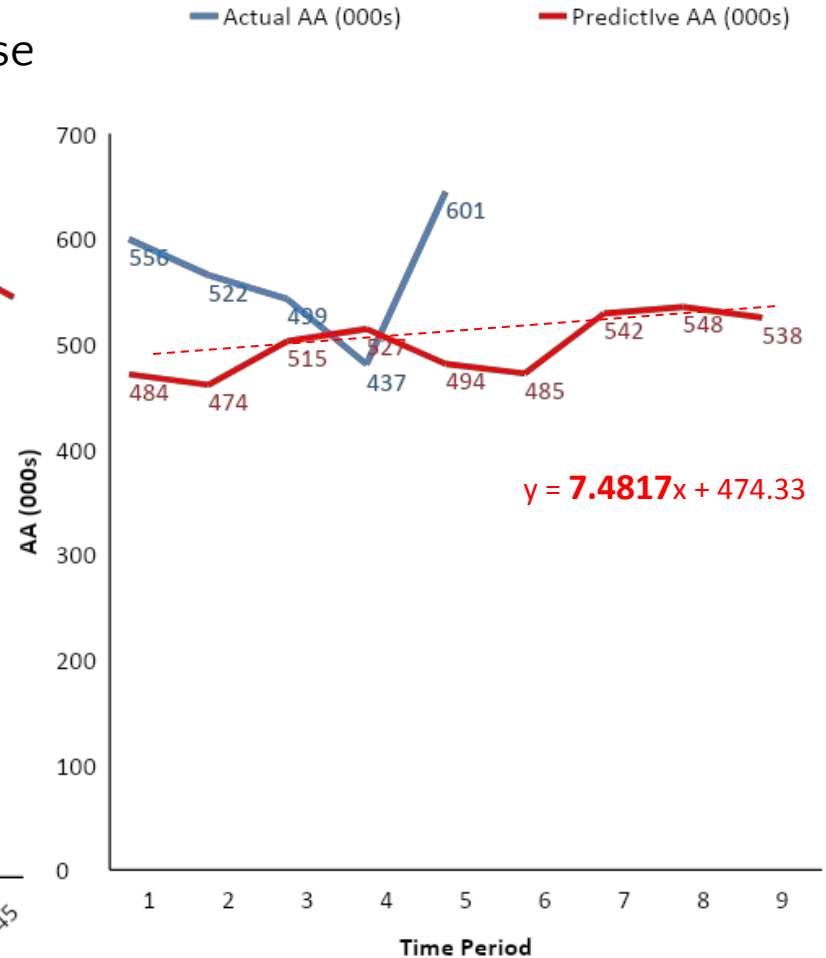
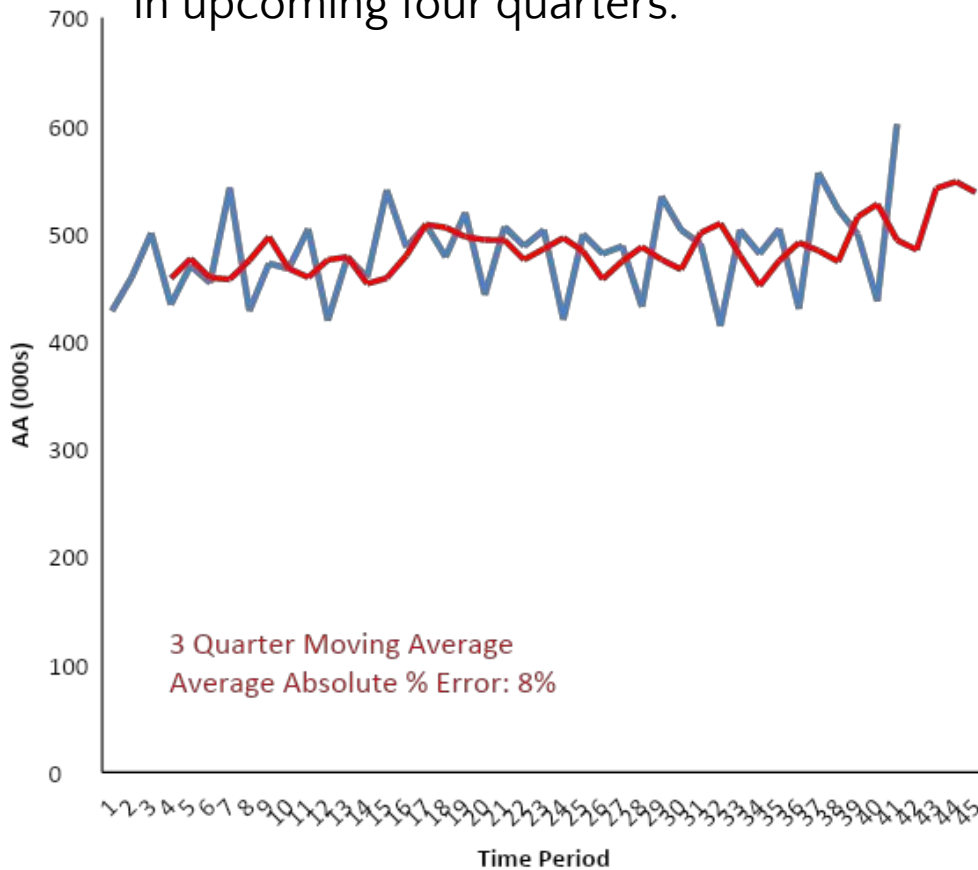




Predictive Analysis - HGTV

COO

Prediction: Overall, HGTV AA will increase in upcoming four quarters.



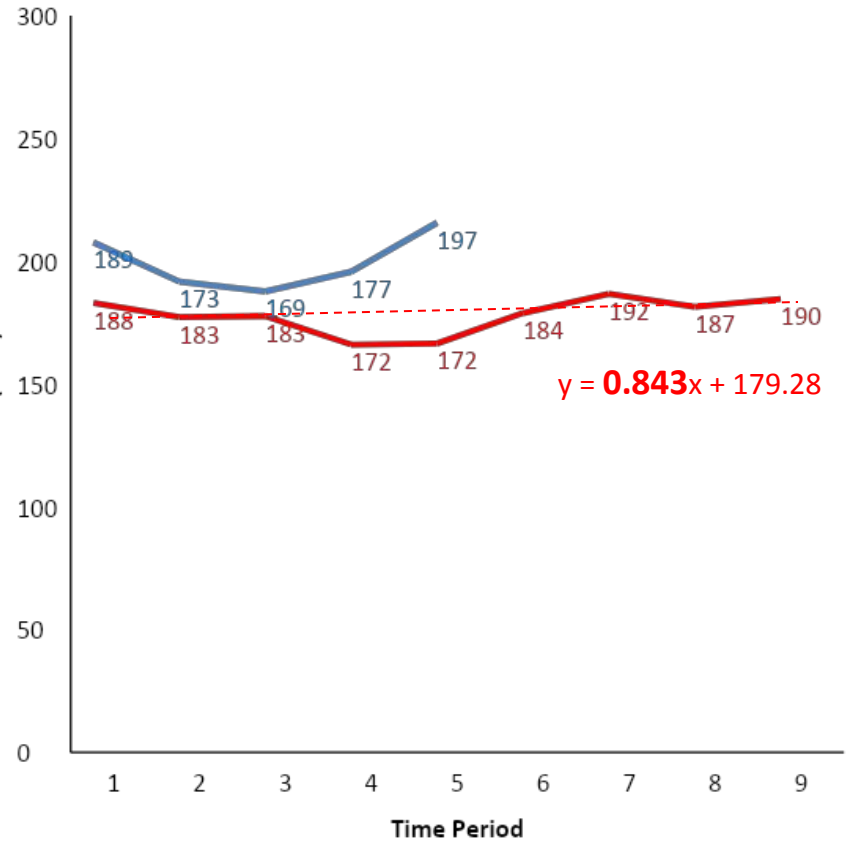
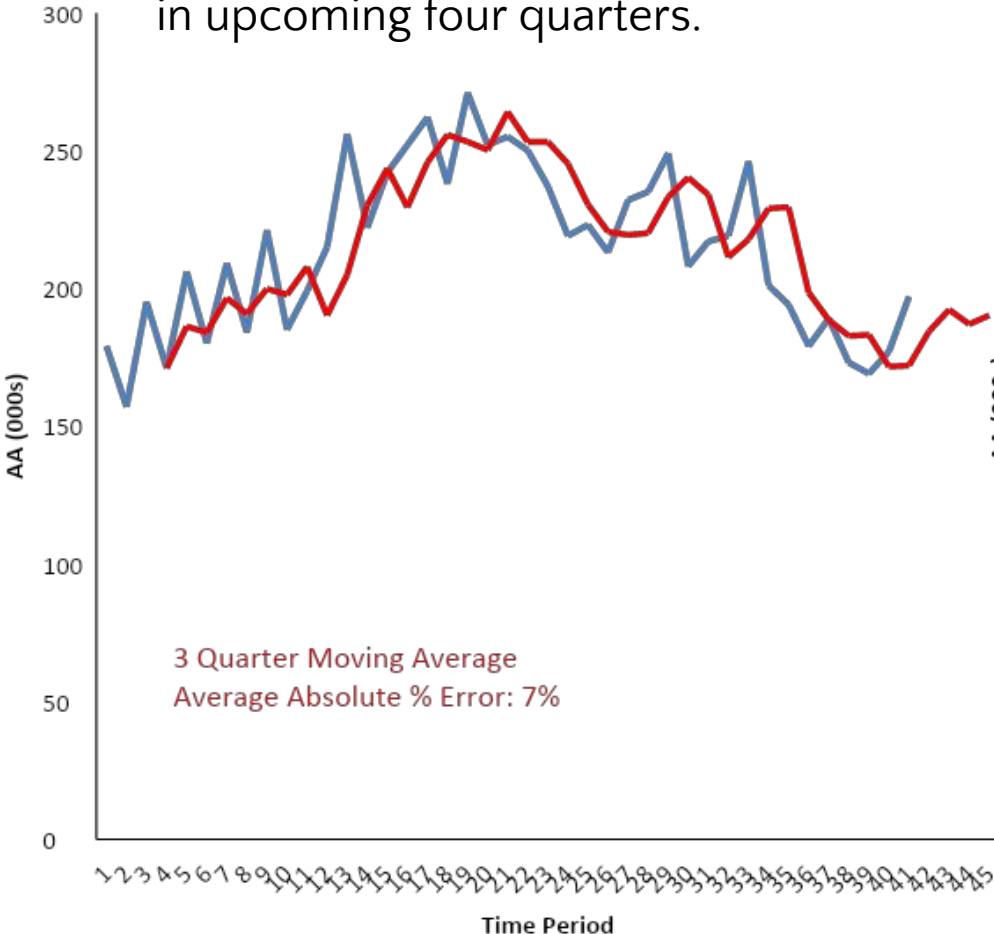


Predictive Analysis - TRAV

COO

Prediction: Overall, TRAV AA will increase in upcoming four quarters.

Actual AA (000s) Predictive AA (000s)

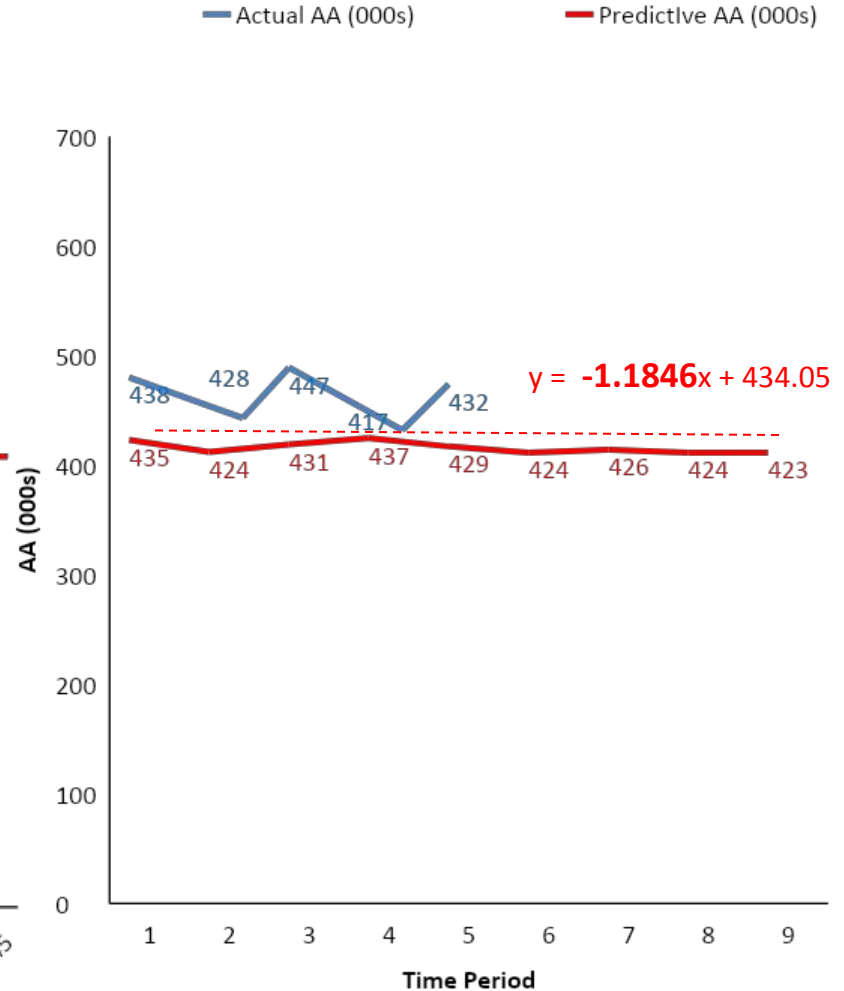
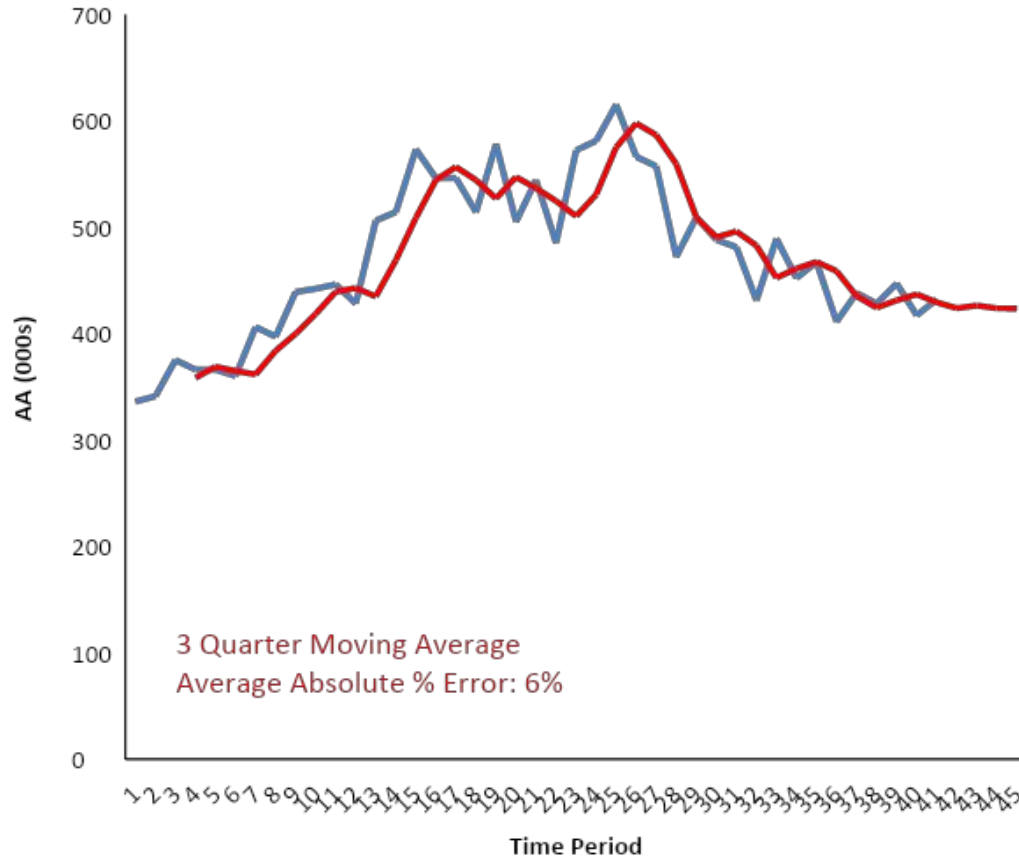




Predictive Analysis - FN

COO

Prediction: Overall, Food Network AA is decreasing at a slower pace than before.

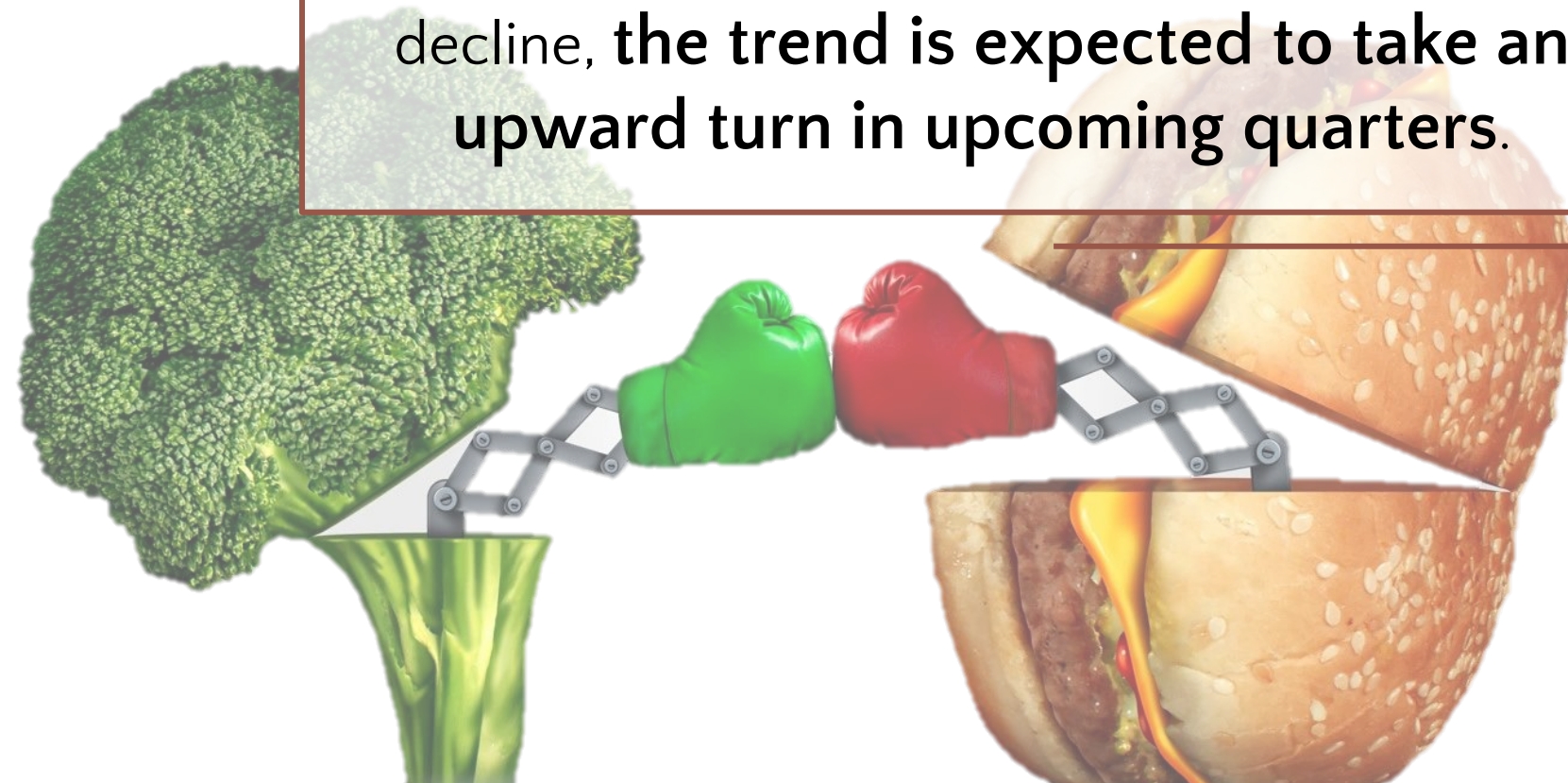




Doing Well in a Tough Market

SERV

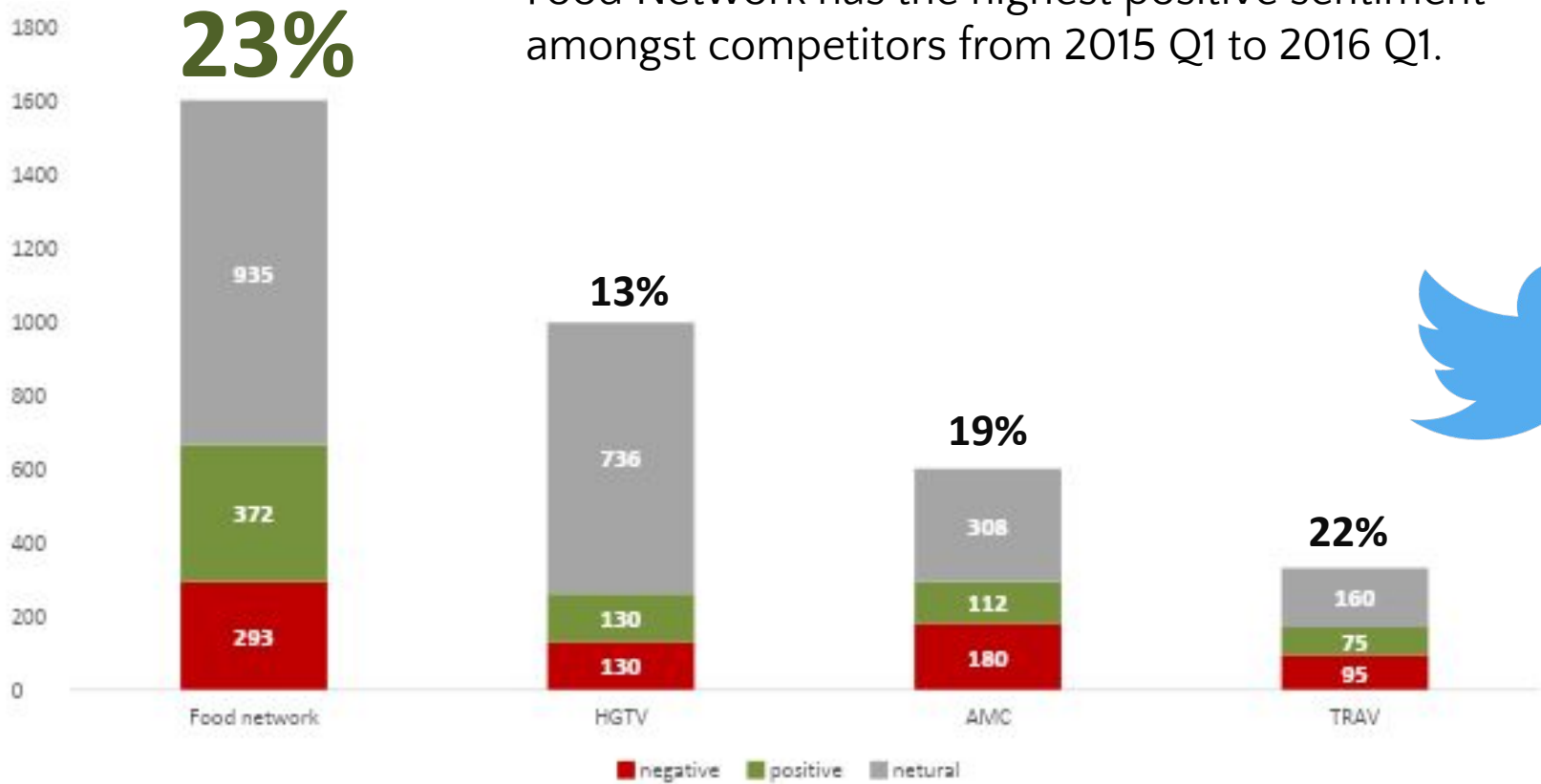
While Food Network's average audience is on the decline, **the trend is expected to take an upward turn in upcoming quarters.**





Twitter Positive Sentiment is Tasty!

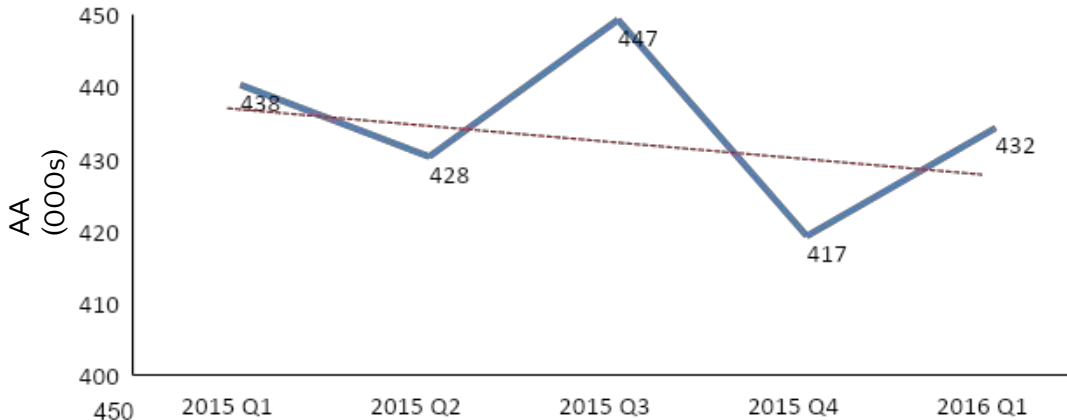
Food Network has the highest positive sentiment amongst competitors from 2015 Q1 to 2016 Q1.



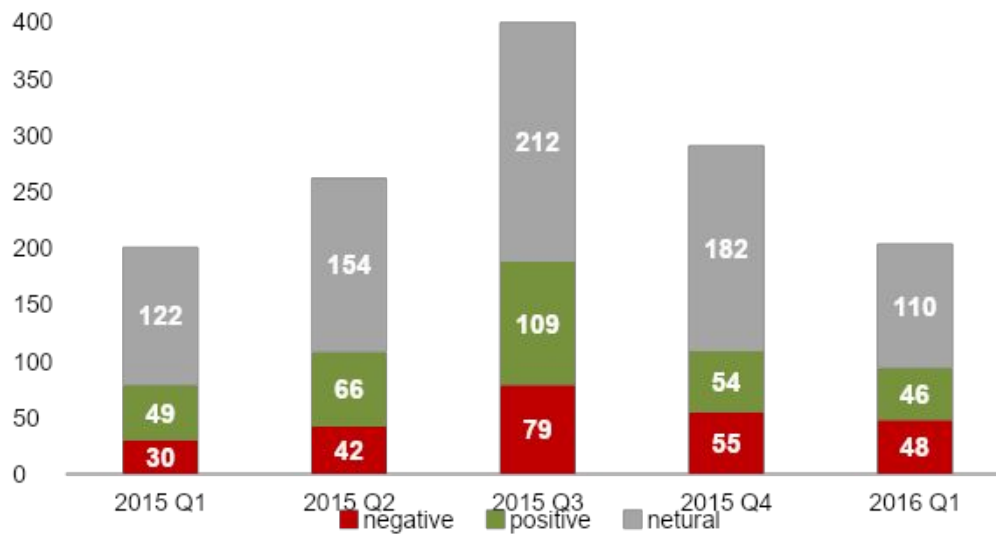


Twitter Sentiment Analysis - FN

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Q3 of 2015 was a successful quarter in terms of ratings and positive sentiment among audience.





Entrée is Ready

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E



FN has much more **engaged audience** than its immediate competitors, leading to **long-term loyalty**.



Program Diagnostic Analysis



PREPARATION



- Analyzed minute by minute in-show ratings for Chopped Junior and Cooks vs. Cons to identify audience trends.
- Applied relevant secondary research to formulate recommendations to increase ratings.



COOK & SERVE

Analysis & Conclusion

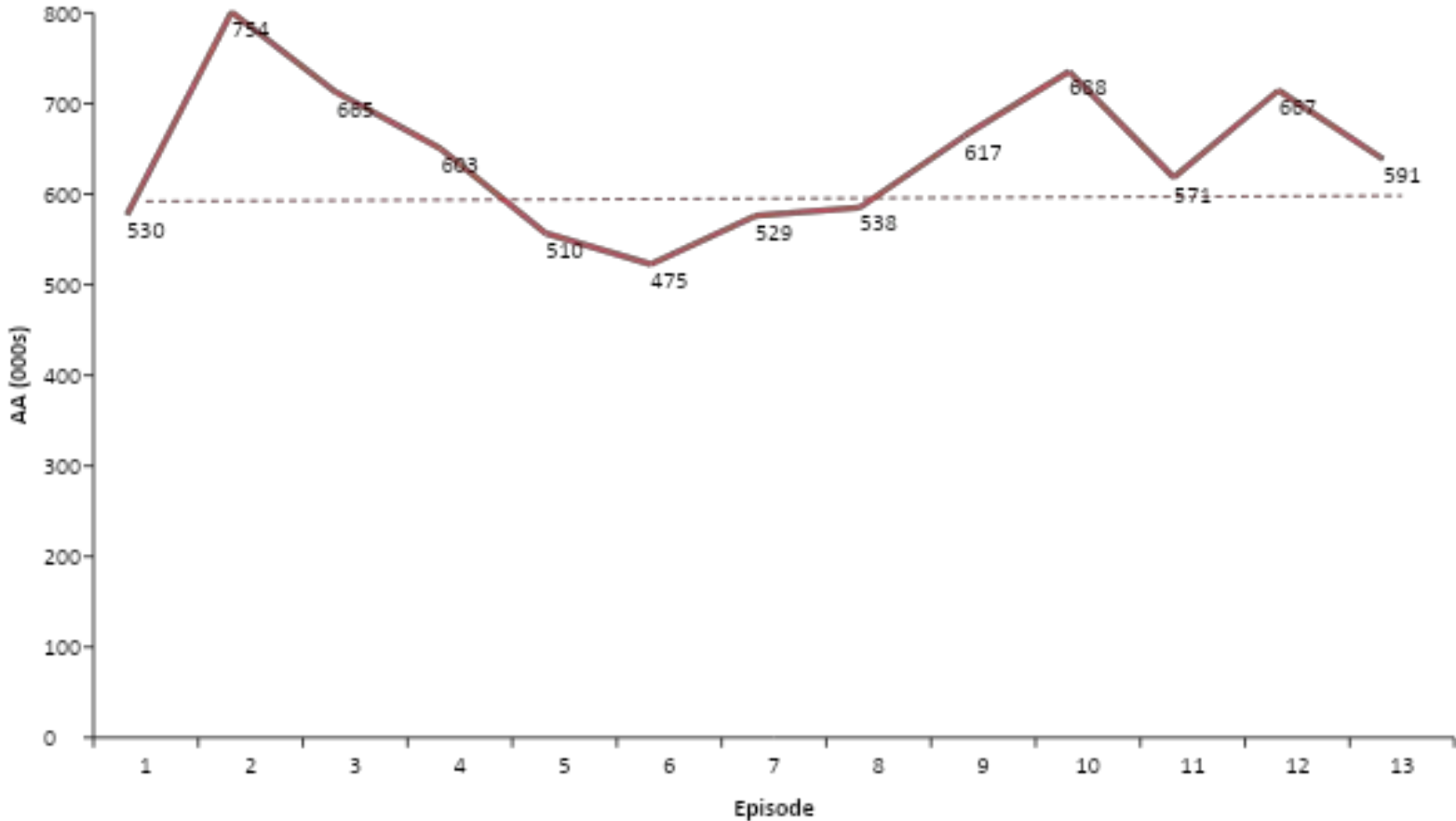




Chopped Jr. Season One: Ratings grow slowly

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Chopped Jr. Average Audience by Episode for Season One

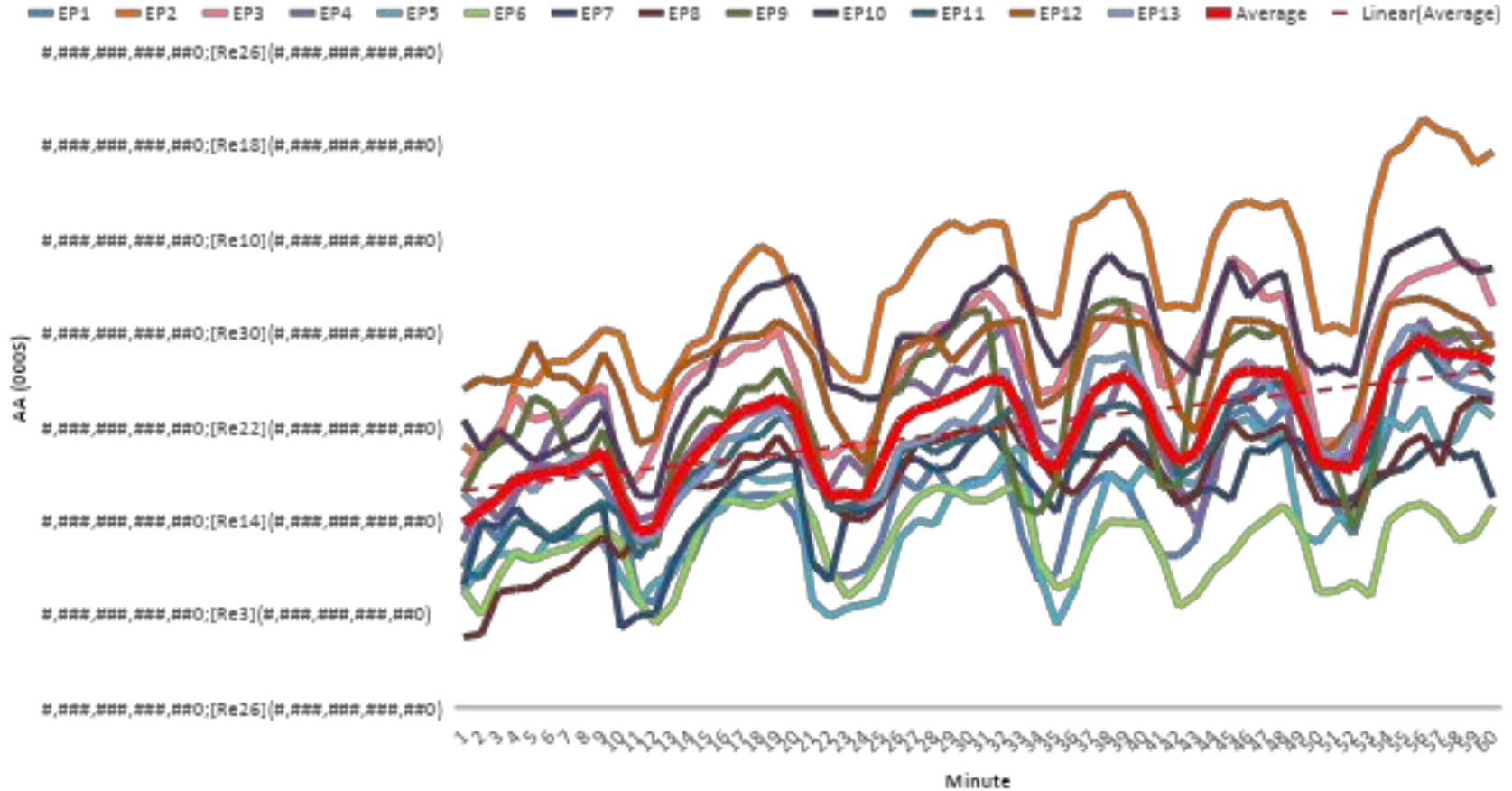




Chopped Jr. Season One: Similar Pattern for Each Episode

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13 Episodes Minute by Minute



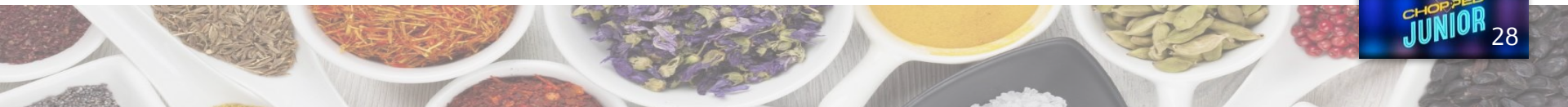
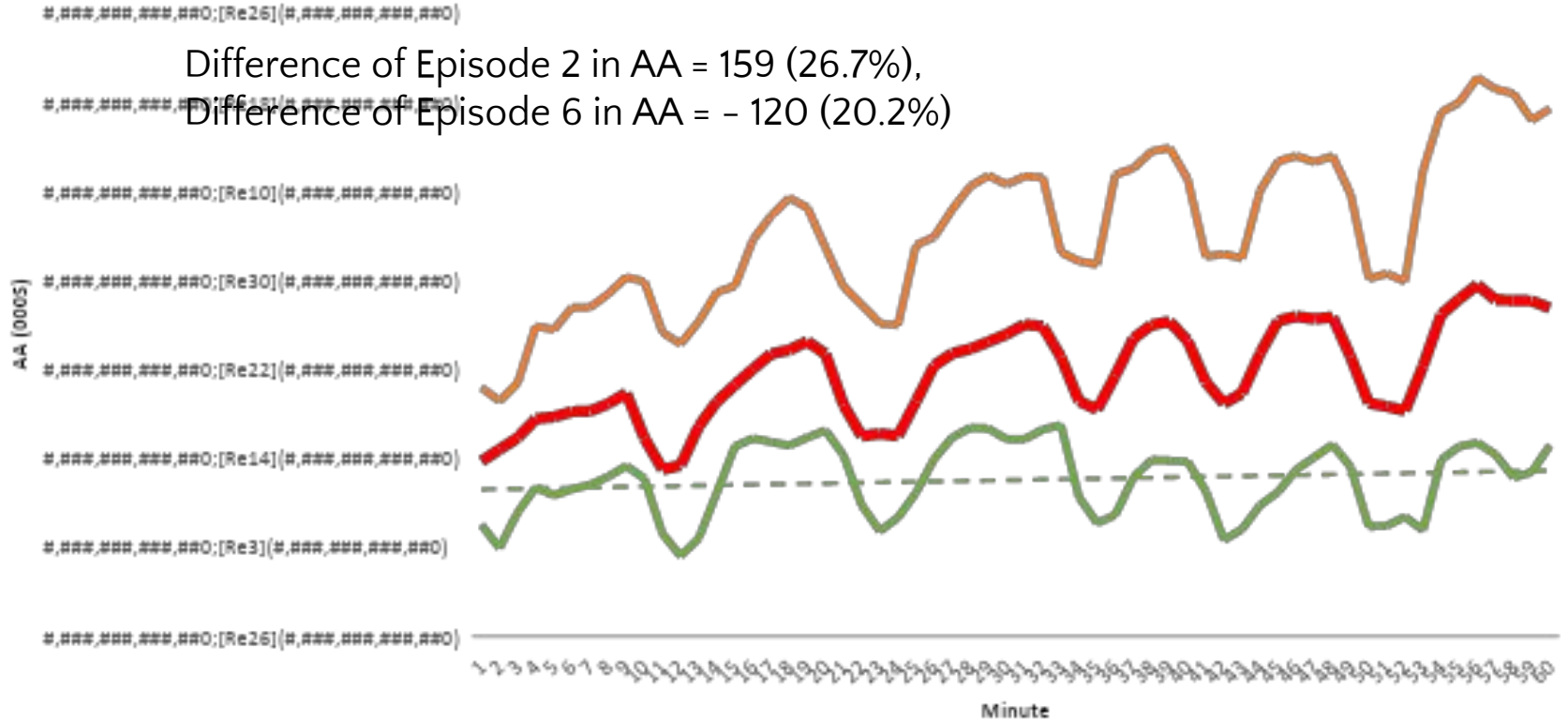


Analyzing Season One's Outliers

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Chopped Jr. Season1 Outlier Episodes

EP2 EP6 Average Linear(EP6)

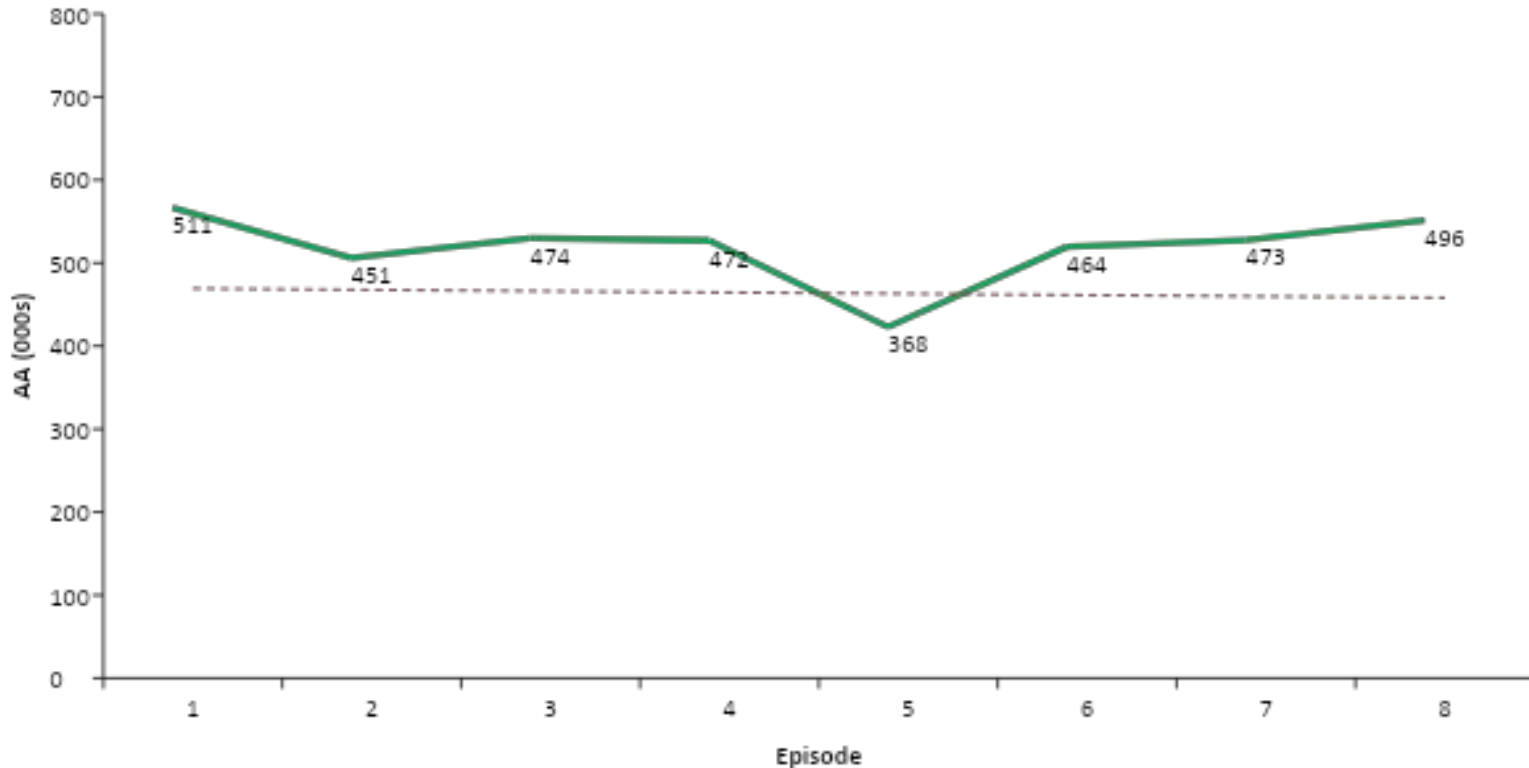




Chopped Jr. Season Two: Steady Ratings

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Chopped Jr. Average Audience for Season Two



- Season Two ratings are lower than season one, but stable

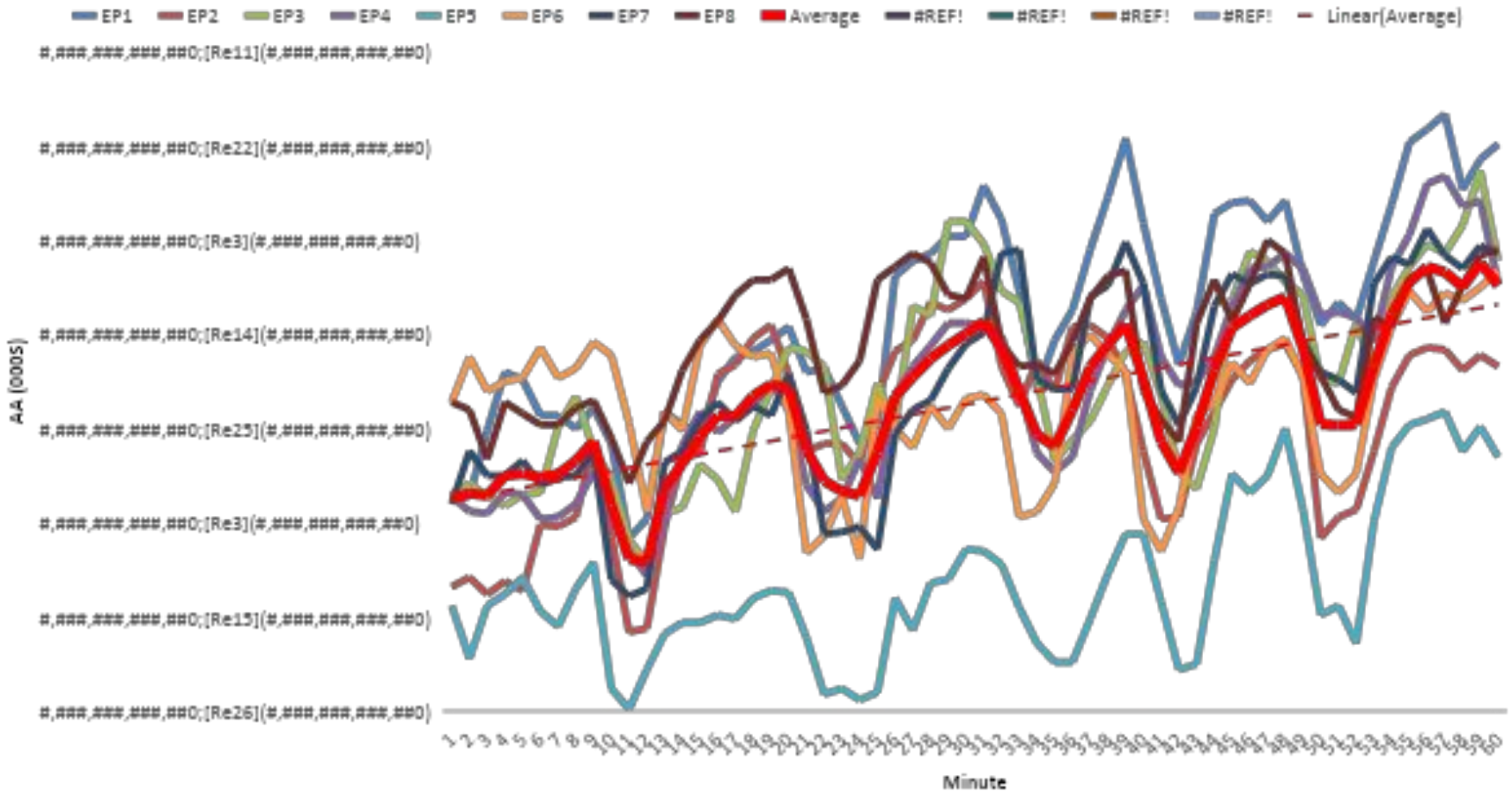




Chopped Jr. Season Two: Similar Pattern for Each Episode

COO

8 Episodes Min by Min





Analyzing Season Two's Outlier

COO

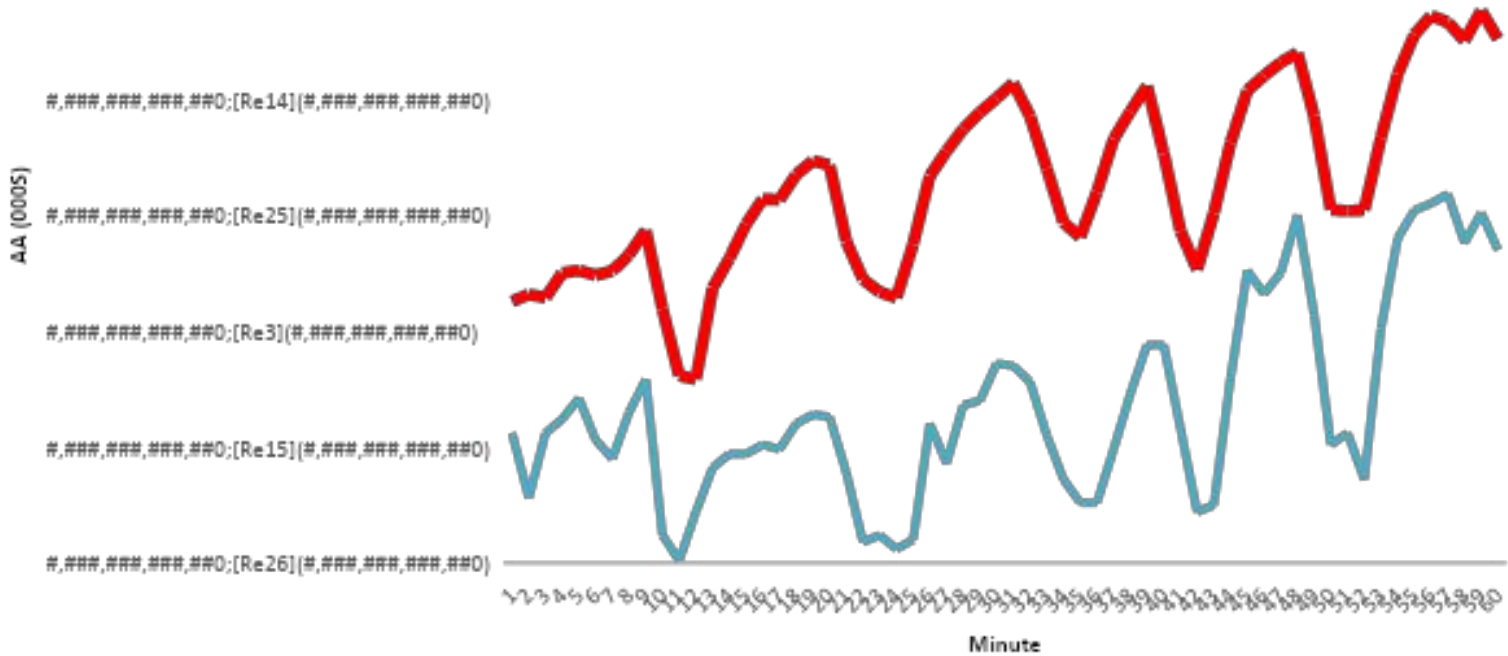
Chopped Jr. Season 2 Outlier Episode

— EPS — Average — #REF! — #REF! — #REF! — #REF!

#,###,###,###,##0:[Re22](#,###,###,###,##0)

Difference of Episode 5 in AA = - 96 (20.7%)

#,###,###,###,##0:[Re3](#,###,###,###,##0)



#,###,###,###,##0:[Re14](#,###,###,###,##0)

#,###,###,###,##0:[Re25](#,###,###,###,##0)

#,###,###,###,##0:[Re3](#,###,###,###,##0)

#,###,###,###,##0:[Re15](#,###,###,###,##0)

#,###,###,###,##0:[Re26](#,###,###,###,##0)

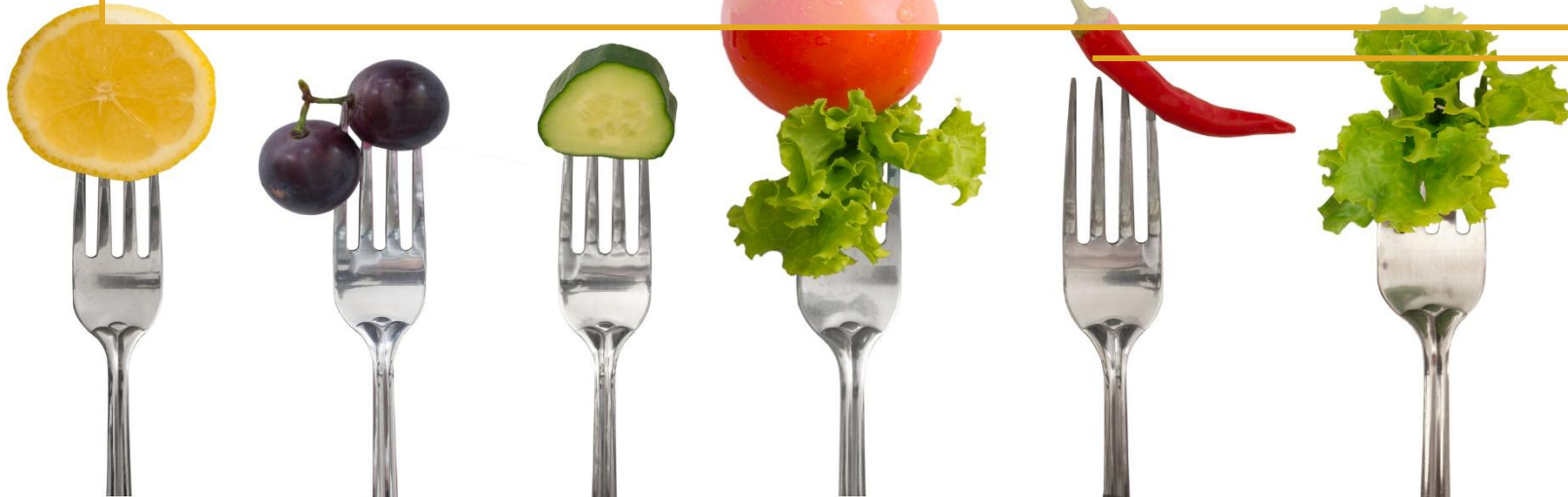




Chopper Jr. Has a Healthy Performance

SERV

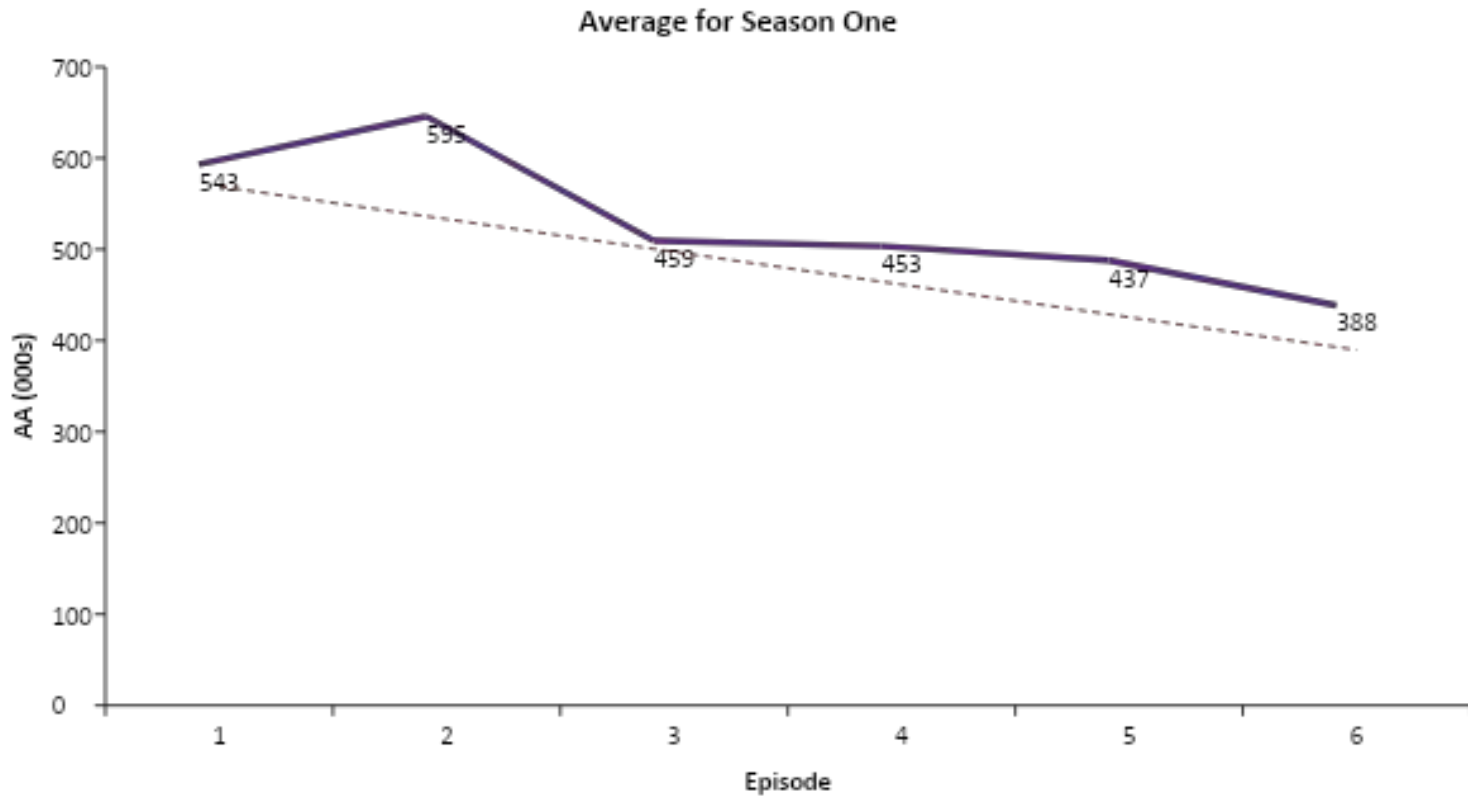
- Slight negative slope for season 2 – but stable.
- Positive internal trends throughout airtime.
- High & low outliers may be diagnostic:
 - For Season 1, the ratings grew as the season progressed;
 - For Season 2, the drop at episode 5 is because this episode was released on May 24th at the same on-air time with season finales of *The Voice* and *Dance with the Stars*.





Cooks vs. Cons Season One: Ratings decline dramatically

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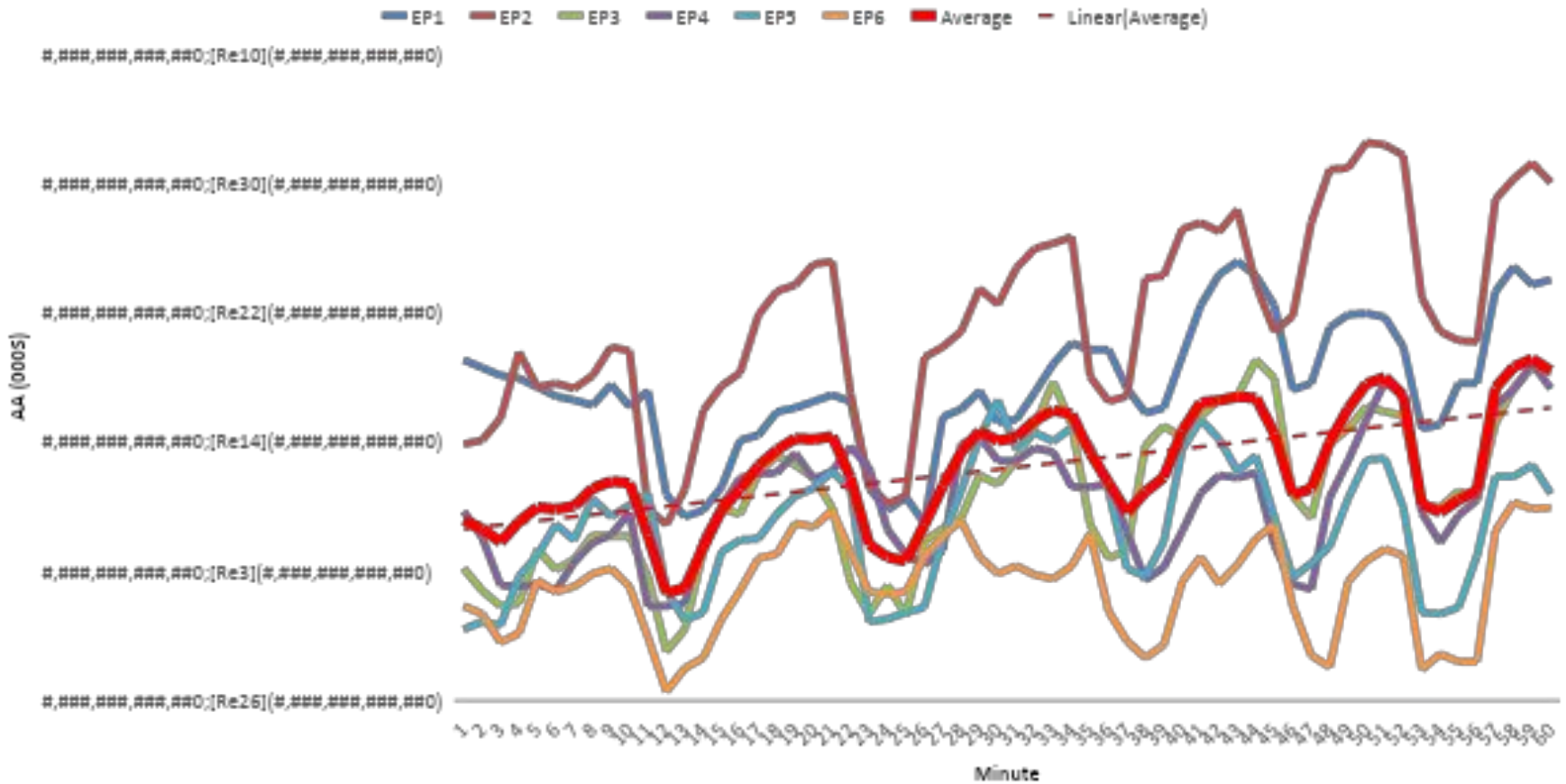




Cooks vs. Cons Season One: Similar Pattern for Each Episode

COO

6 Episodes Min by Min

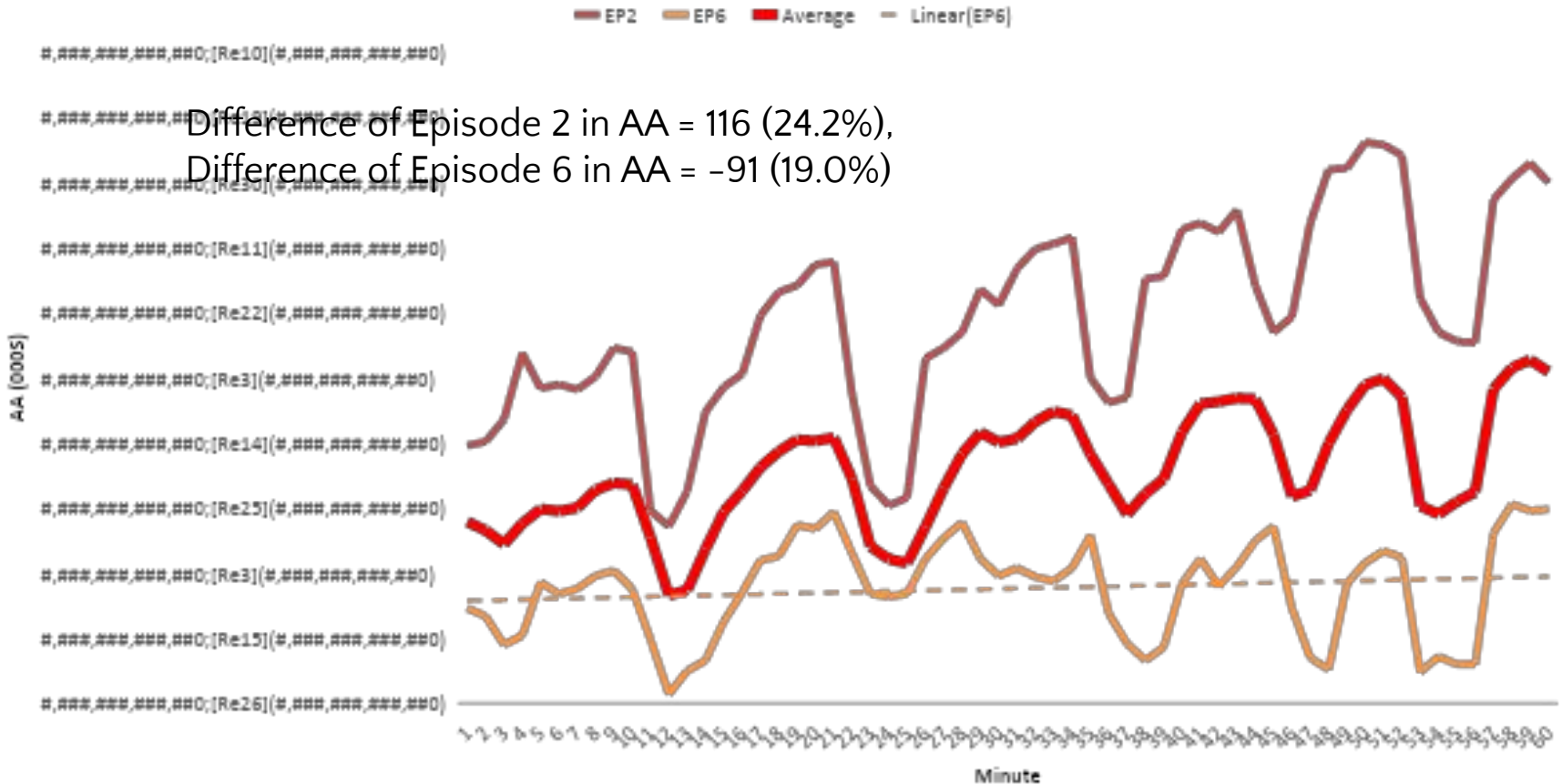




Analyzing Season One Outliers

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Cooks vs. Cons Season 1 Outlier Episodes





Cooks vs. Cons is in Danger

SERV

- Significant negative slope – downward trend.
- Positive internal trends throughout airtime.
- Outliers cannot be attributed to any external factors.





Dinner is Served

SERV
E

Engage audience participation
on **social media**.





Dinner is Served

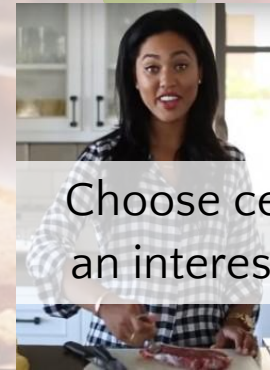
SERV
E

Selective selection of 3rd judge:

- Do not alienate target audience.
- Seasonality.



Future!



Choose celebrities with an interest in **cooking!**



The Stars are shining brighter than ever.

