SLide Deck

TIDAL

Quantitative
Report

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Overview
Of Presentation

1. Examine our Research Questions & Brainstorming Various Approaches to our Research
2. Determine and Explain the Research Technique
3. Developing Sample Defitions / Data Collection
4. Data Analysis
5. Conclusion

Research
Questions

1. Which ad is most effective to attract new consumers among college students in the U.S, to the platform?

RQ1 aims to evaluate which ad is most effective at attracting college students. It seeks to identify whether ad A or ad B resonates with the target audience of U.S. college students by comparing the appeal of each ad. Factors like attention-grabbing ability, emotional resonance, and alignment with audience preferences are evaluated to determine which ad is more effective at attracting new consumers among college students.

Ad A

Ad B

Research
Questions

2. What are the areas of improvement recommended for each ad?

RQ2 seeks to understand what each ad can do differently to convey the message and increase favorability among college students. The research question targets areas for enhancing the effectiveness of ad A and ad B. Surveys gauge audience preferences and pinpoint improvements. Analysis yields insights to refine both ads, boosting their impact and appeal. This approach compares enjoyment levels and identifies strengths and weaknesses, guiding strategic improvements for future marketing.

Ad A


Ad B

Research & Data
Collection Technique

Our research employed quantitative methods, utilizing surveys (message testing) as our primary data collection approach. We opted for this technique because survey research involves meticulously crafted questions to assess sample characteristics and comprehend respondents' attitudes, beliefs, and behavior. We used a monadic survey design, assigning participants to watch and evaluate either ad A or ad B.

The categories of questions that we included within our survey were:
Gender, Education, Ethnicity, Income, Age Priorities, Recognition, Initial Reactions Attitudes, Clarity, Relevance, Memorability

Message
Effectiveness

- **Call-to-Action Response:** Monitor the rate of respondents who take action (e.g., visiting the platform, signing up) after ad viewing.
- **Purchase Intent:** Assess participants' inclination to interact with the platform post-viewing.
- **Message Resonance:** Evaluate how well the ad message resonates with the values and preferences of the target audience.
- **Attitude Change:** Measure changes in attitudes toward the promoted platform before and after ad exposure.
- **Awareness and Recall:** Gauge the extent to which participants retain and recognize the ads following exposure.

Design
and Procedure

- **Consent:** Must respond "yes, I consent" on informed consent form
- **Qualification:** Currently enrolled as a college undergrad or graduate student, MSP user, at least 18 years old
- **Demographic and Lifestyle:** Gender Identity, Age, Ethnicity, Income, Education, State (recorded automatically by IP address)
- **Random Assignment:** Randomly assigned to watch ad A or ad B
- **Message Effectiveness:** Initial Reaction, Attitudinal Reaction, Clarity, Relevance, Memorability, Behavioral Intention

362 Participants

Data Quality Check

292 Qualified Respondents

Ad A

Ad B

Random Assignment

Random Assignment
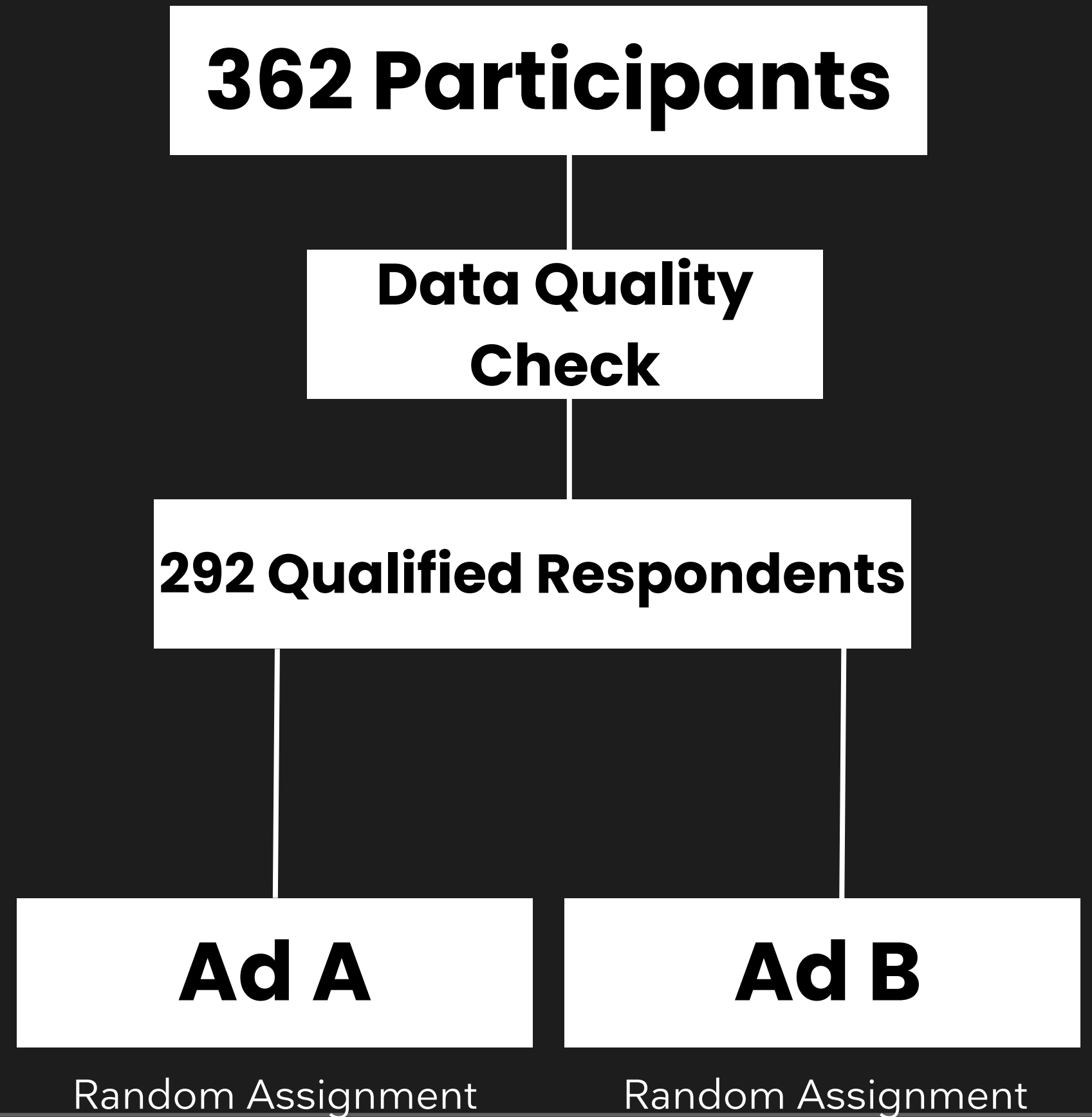
Who Was
Our Target

Target Characteristics/Qualifications for Participation in Study:
- To take part in this survey, participants needed to be college students aged 18 or older and regular users of a music platform.

Data Quality Check:
- We verified that our final sample met these criteria by asking participants to answer yes/no questions about these qualifications. If any response was no, they were deemed ineligible to participate and were directed to the end of the survey.

Who Was
Our Target

Meet June!

Age: 20
Gender: Female
Major:
Photography/
Graphic Design
Passions: Creating
and Producing
Music with her
friends

Interests: Loves discovering artists before her friends and introducing people to new music, curating and building Spotify playlists, Staying on top of trends, Loves thrifting and sustainably shopping with friends
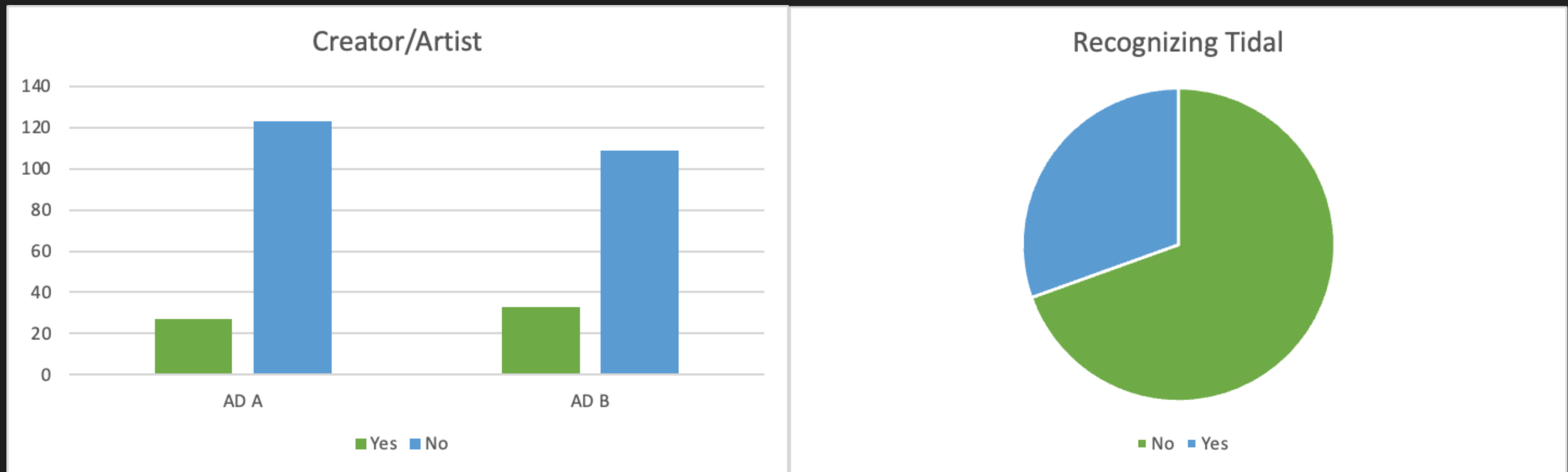
Summary of Demographics
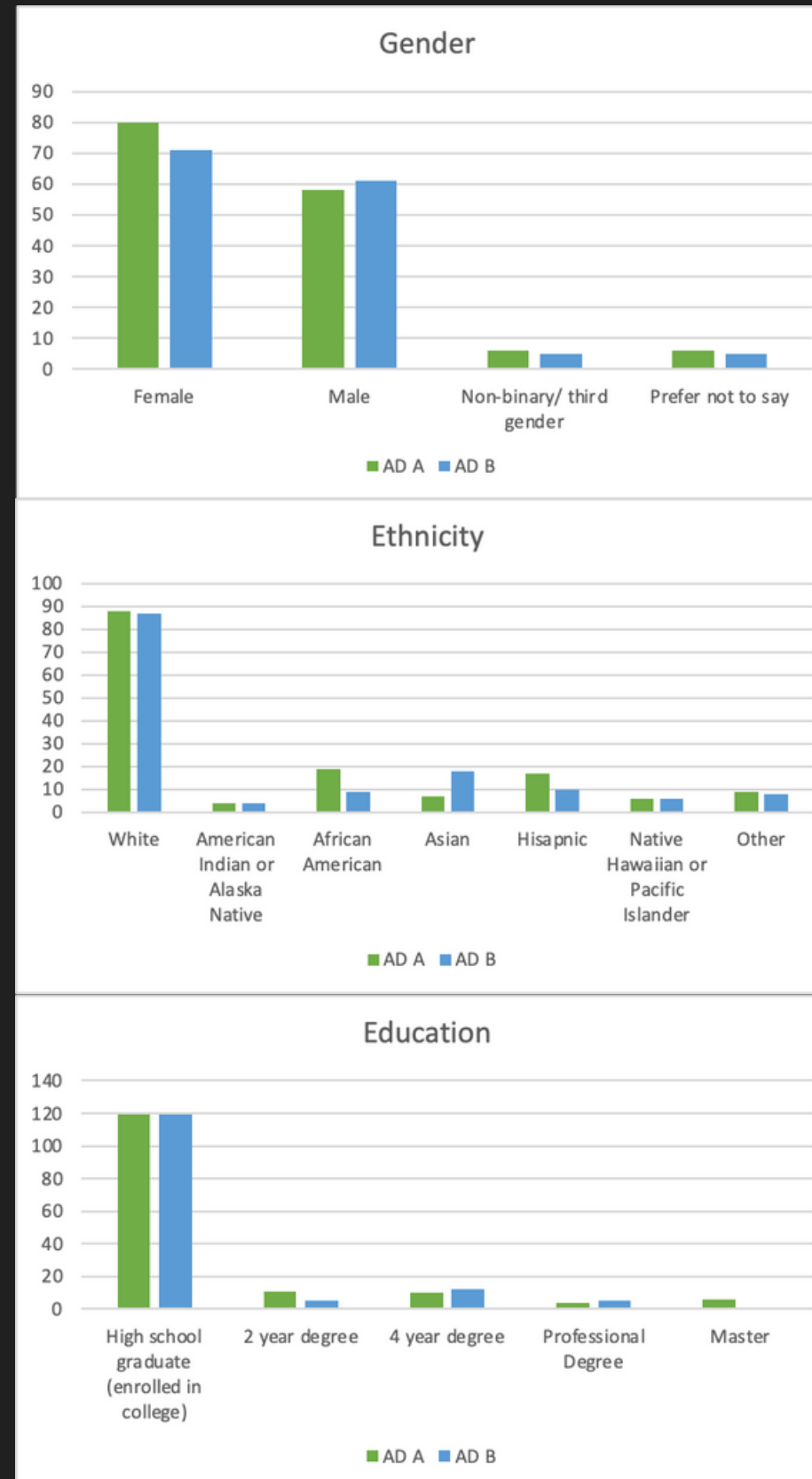
Summary of Lifestyle
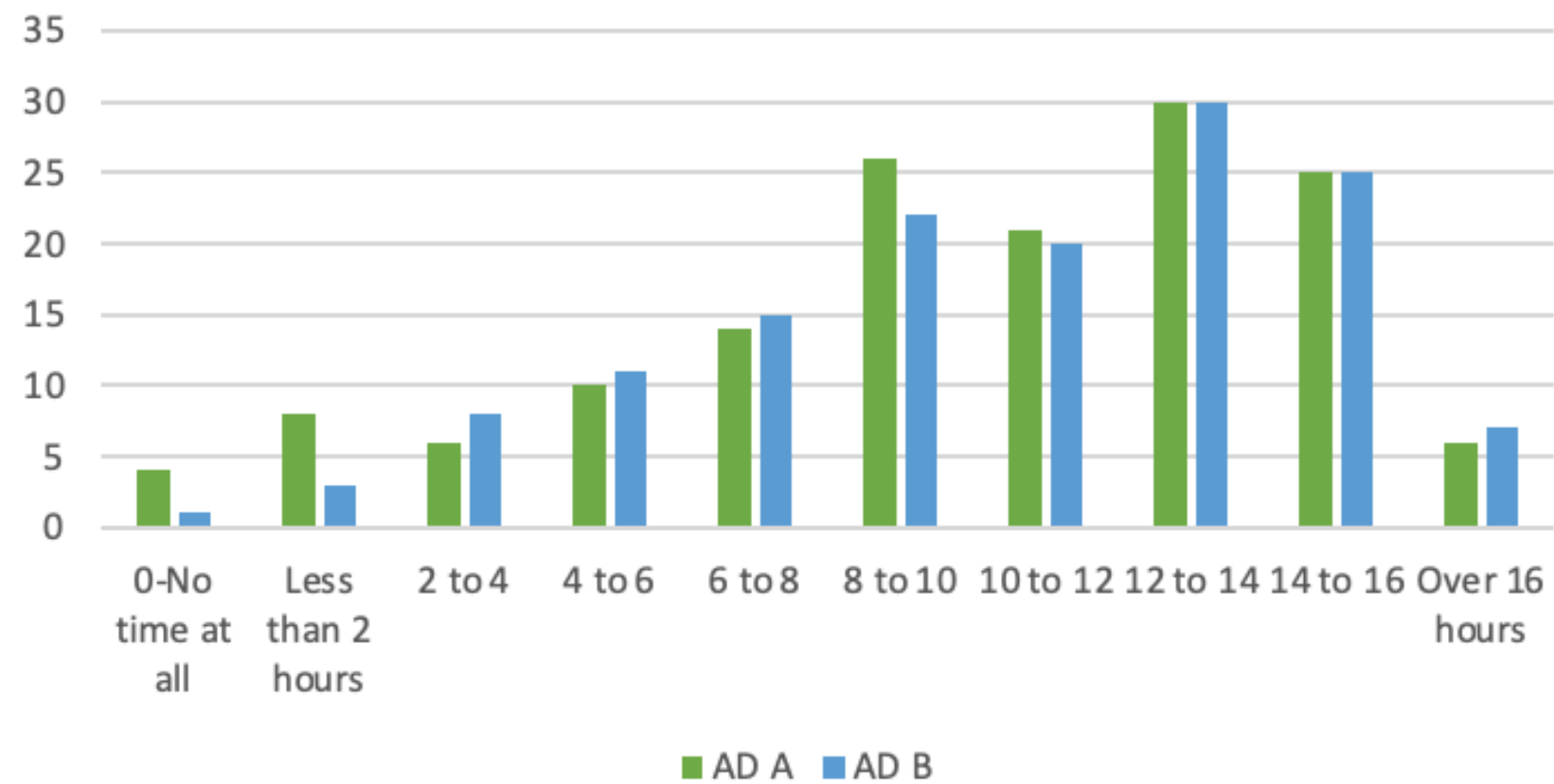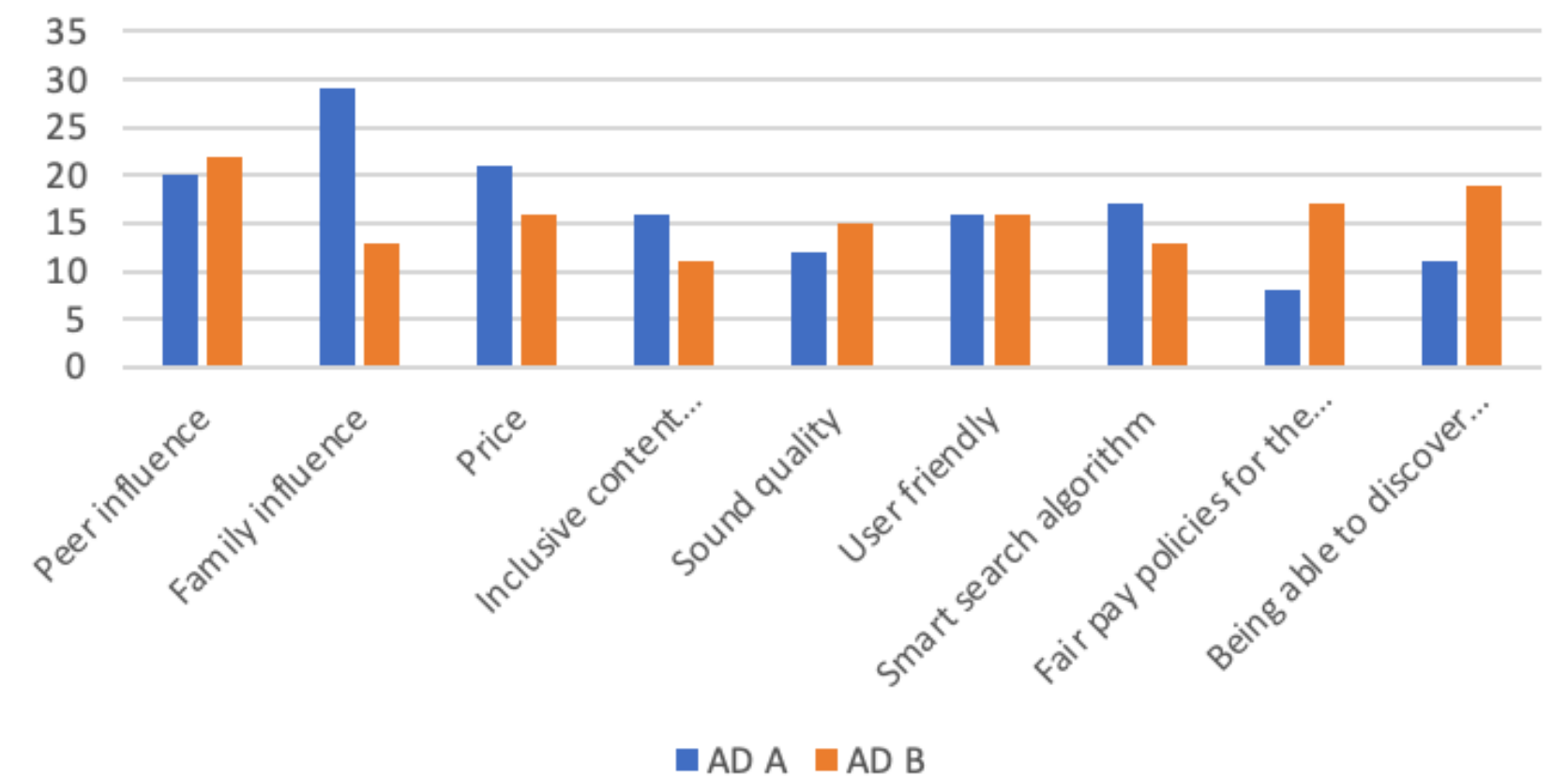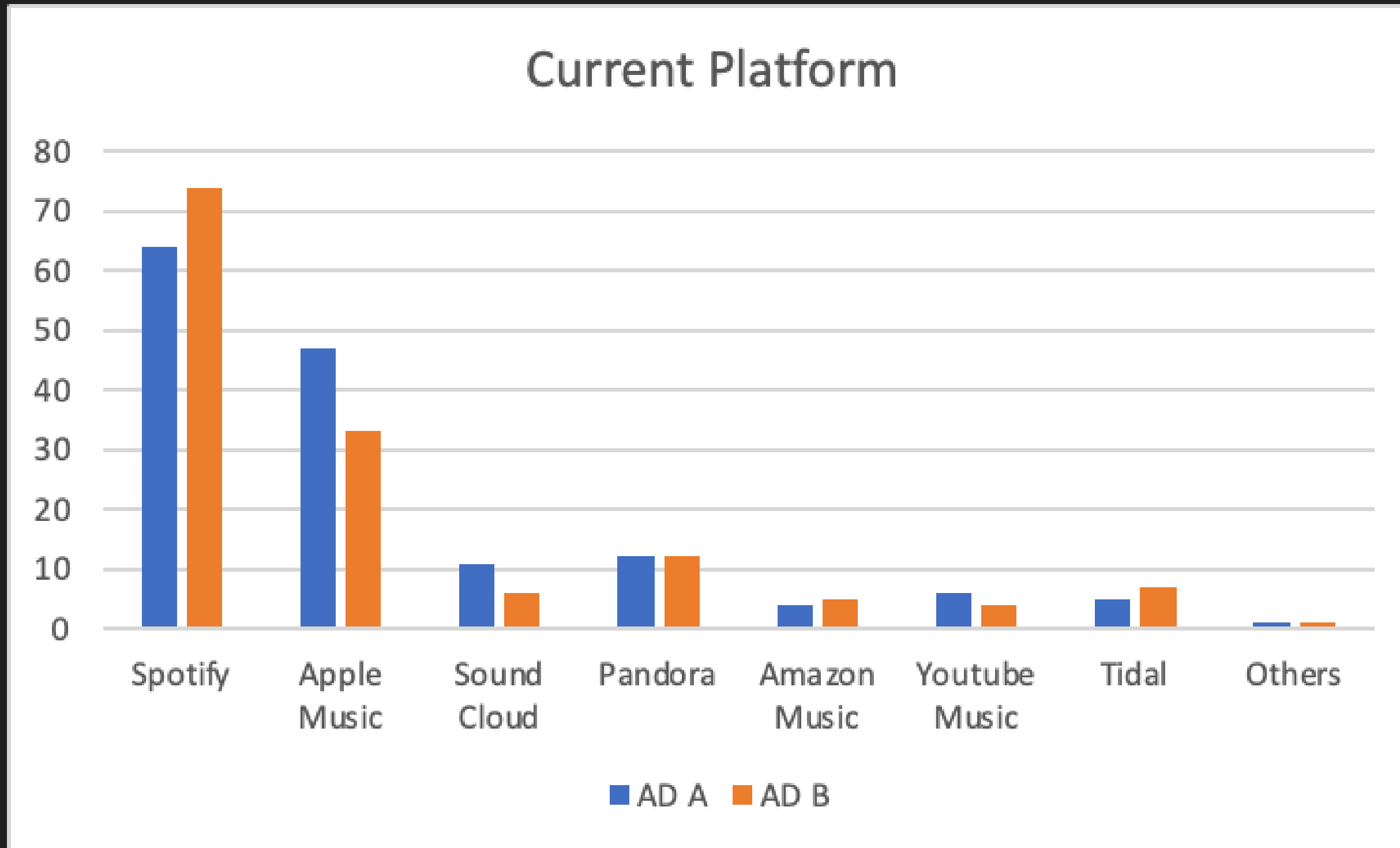
Creator/Artist Status
Recognizing Tidal

Limitations

- ## Primarily white respondents
  - Our sample is heavily skewed towards White participants, limiting the study's ability to capture diverse reactions and preferences towards the advertisements across different ethnicities. The underrepresentation of other racial groups suggests that the findings may lack full generalizability to the broader population.

- ## Lifestyle
  - Focusing solely on college-aged individuals restricts the study's findings to a younger demographic, potentially neglecting how older or younger audiences perceive the same ads. Additionally, lifestyle factors specific to college students may not apply to other groups, impacting the research's broader relevance.

- ## Geographical Diversity
  - While the study aimed to evaluate ad effectiveness in California, Texas, and New York, it may not have fully considered regional variations in music and advertising preferences. This limitation could affect the ads' generalizability to other states or regions.

Descriptive Analysis
of Main Variables

- **Initial Reaction:** Ad A elicited a slightly stronger average initial reaction
- **Attitude:** Average of attitude was significantly higher for Ad A. Attitude was the most effective metric for Ad A, while it was the least effective for Ad B
- **Clarity:** Ad A and Ad B are equal in clarity
- **Relevance:** Ad A was more relevant among respondents than Ad B
- **Memorability:** Ad A was slightly more memorable than Ad B
- **Purchase Intention:** The purchase intention for Ad A is higher than for Ad B
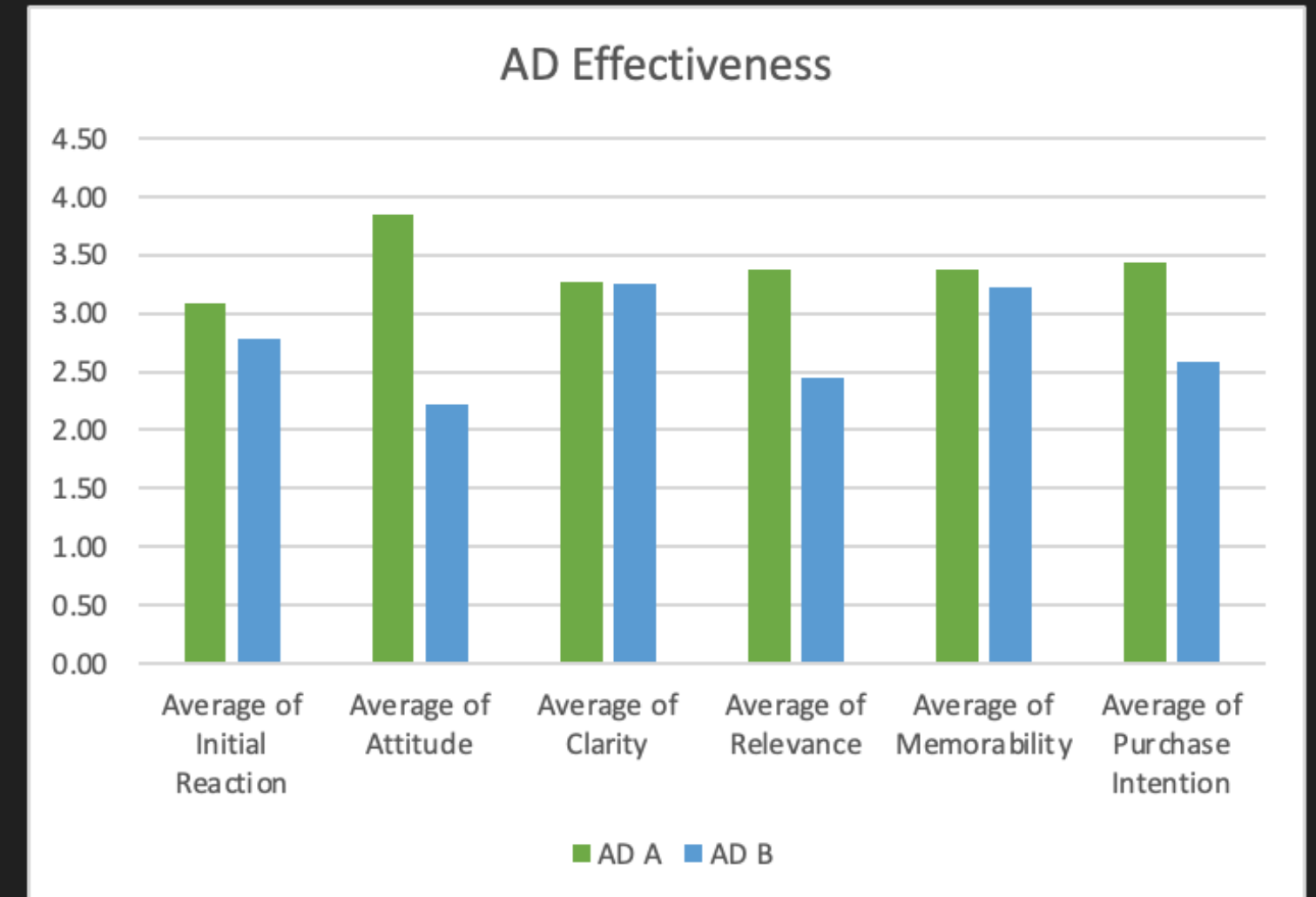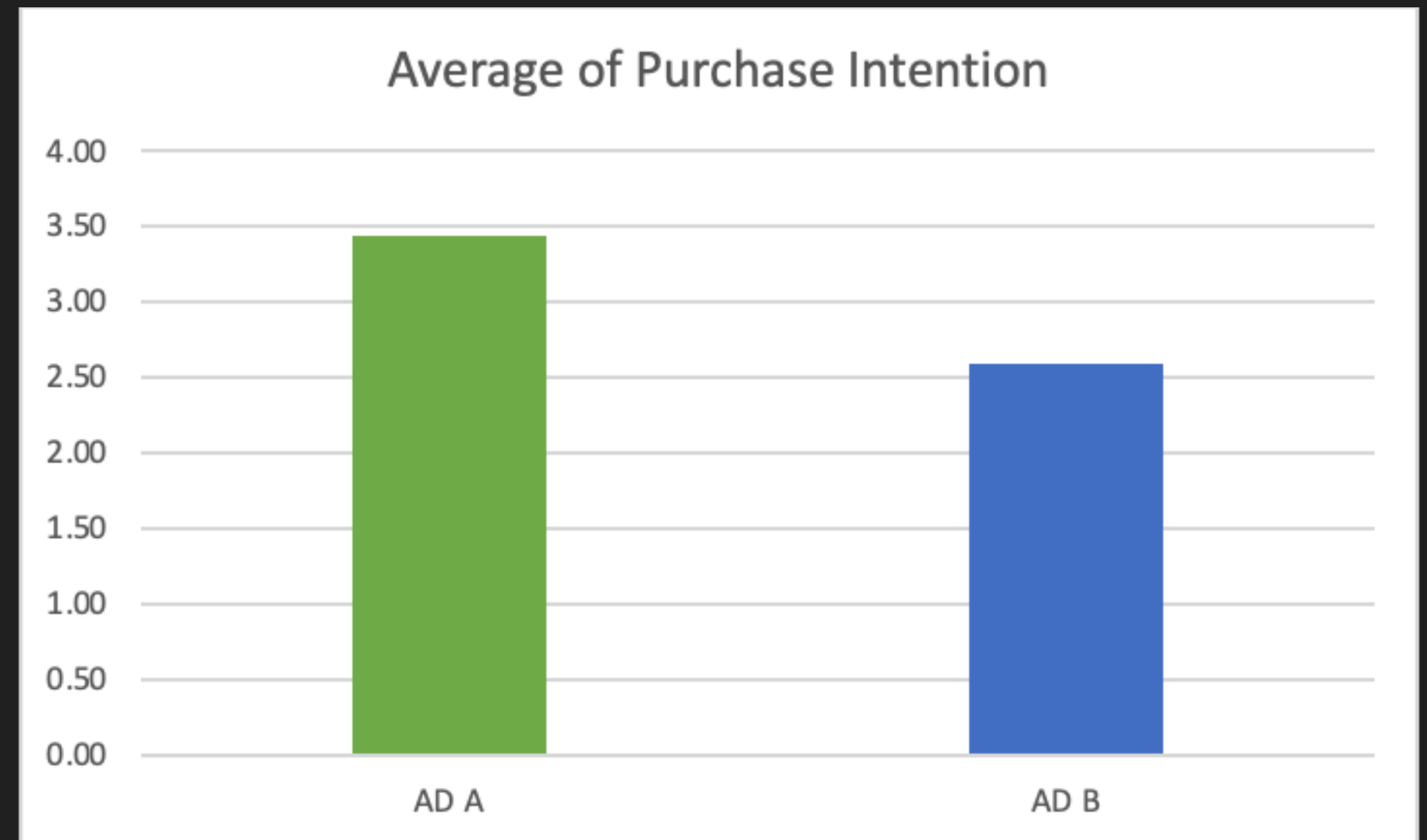
Research
Question #1

Which ad is most effective to attract new consumers among college students in the U.S, to the platform?

Ad A

Ad A proves superior in drawing new consumers among college students to the platform. It excels across all key metrics: capturing attention more effectively, fostering a more positive attitude, delivering clearer and more relevant messaging to students, and being more memorable. These combined factors suggest a greater likelihood of converting viewers into new platform users.
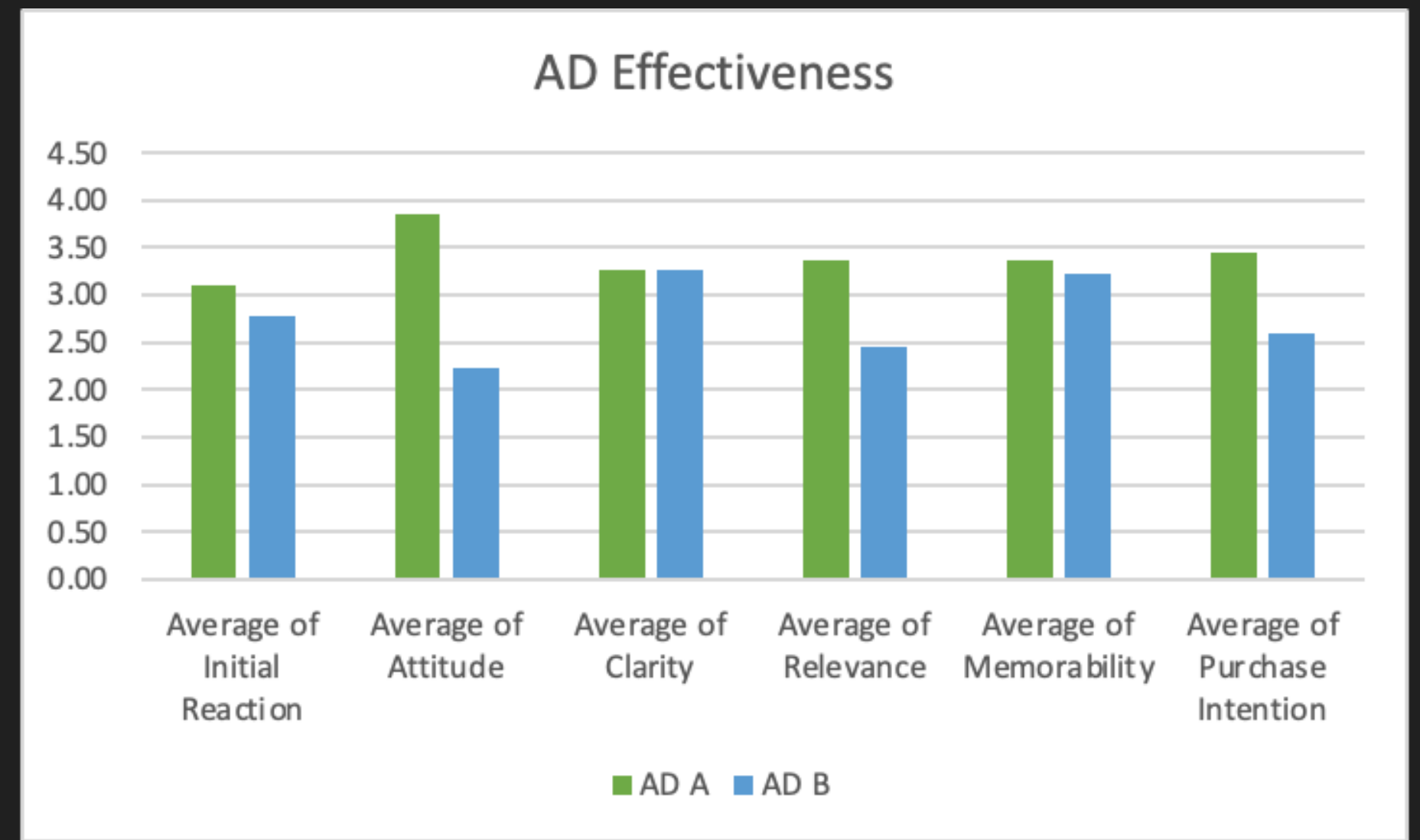

Average of Purchase Intention

Research
Question #2

What are the areas of improvement recommended for each ad?

Ad A: Initial Reaction
Ad B: Attitude

In ad A, the average of attitude was the most effective metric, while in ad B clarity was most effective. Overall, the average of ad effectiveness for all metrics in **ad A equals 3.4,** higher than **ad B's avergae of 2.75.**
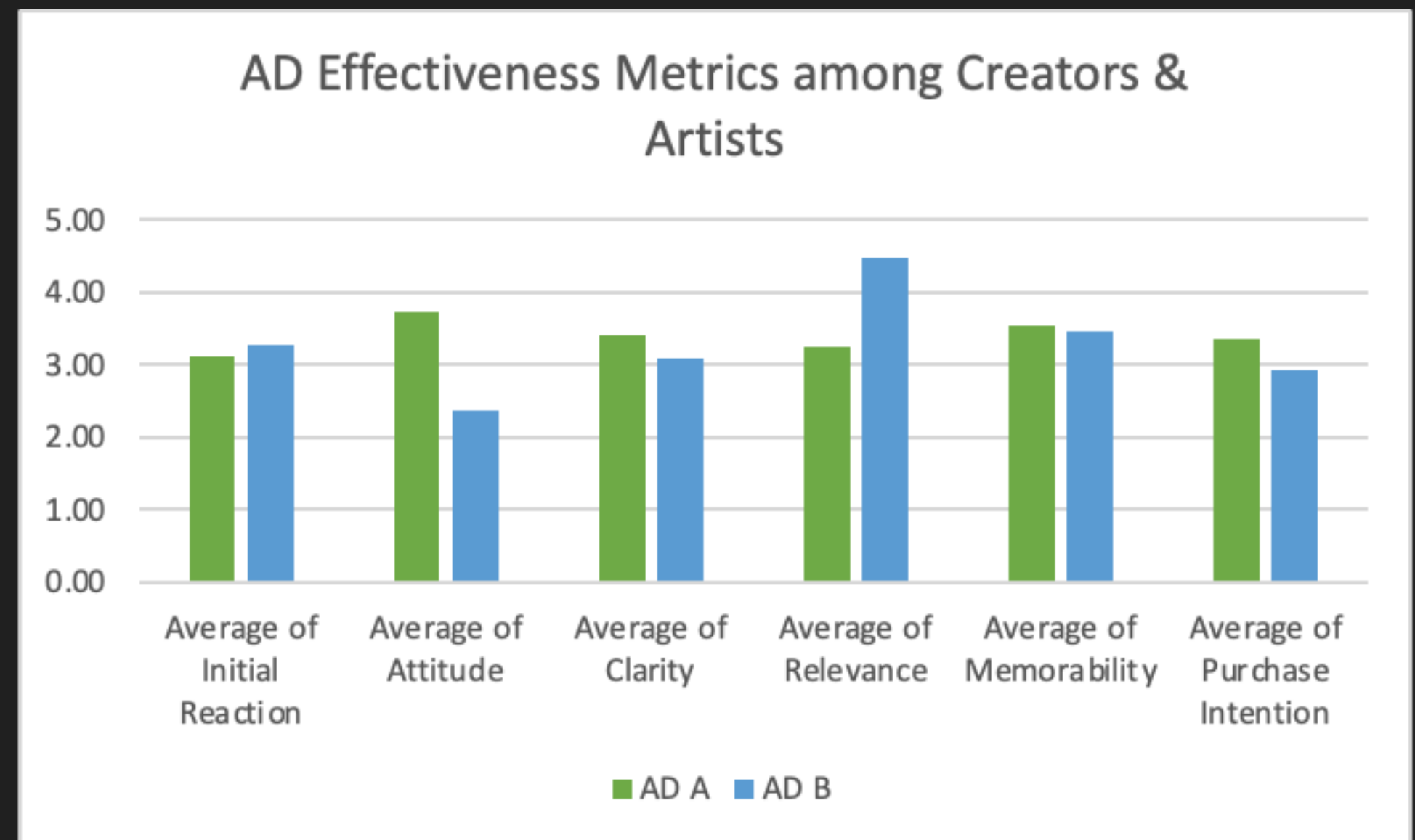
Follow-Up
Question #1

Which ad is most effective among college students who are artists or creators?

Either

Ad A appears more effective in fostering a positive attitude and clarity among college students who are artists or creators. However, Ad B holds a significant advantage in relevance, crucial for ads aimed at conversion and engagement. While Ad A scores higher on attitude and clarity, Ad B's relevance might make it more effective over time, particularly in converting interest into actual platform or service usage.
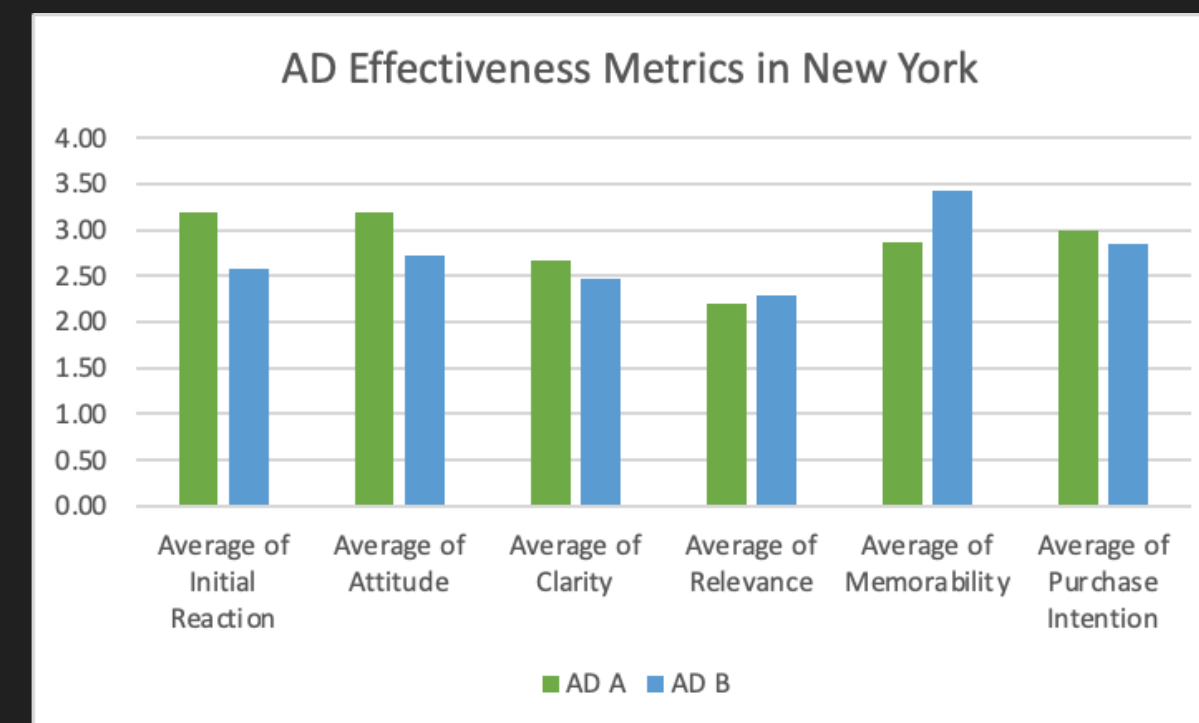

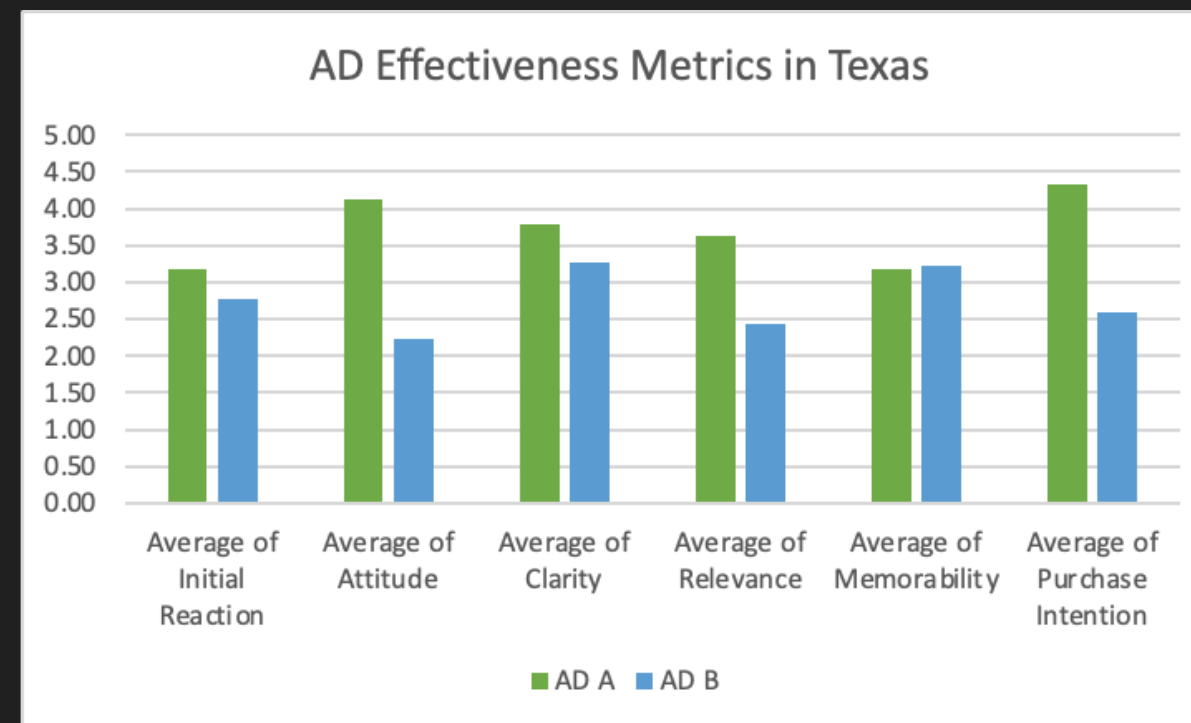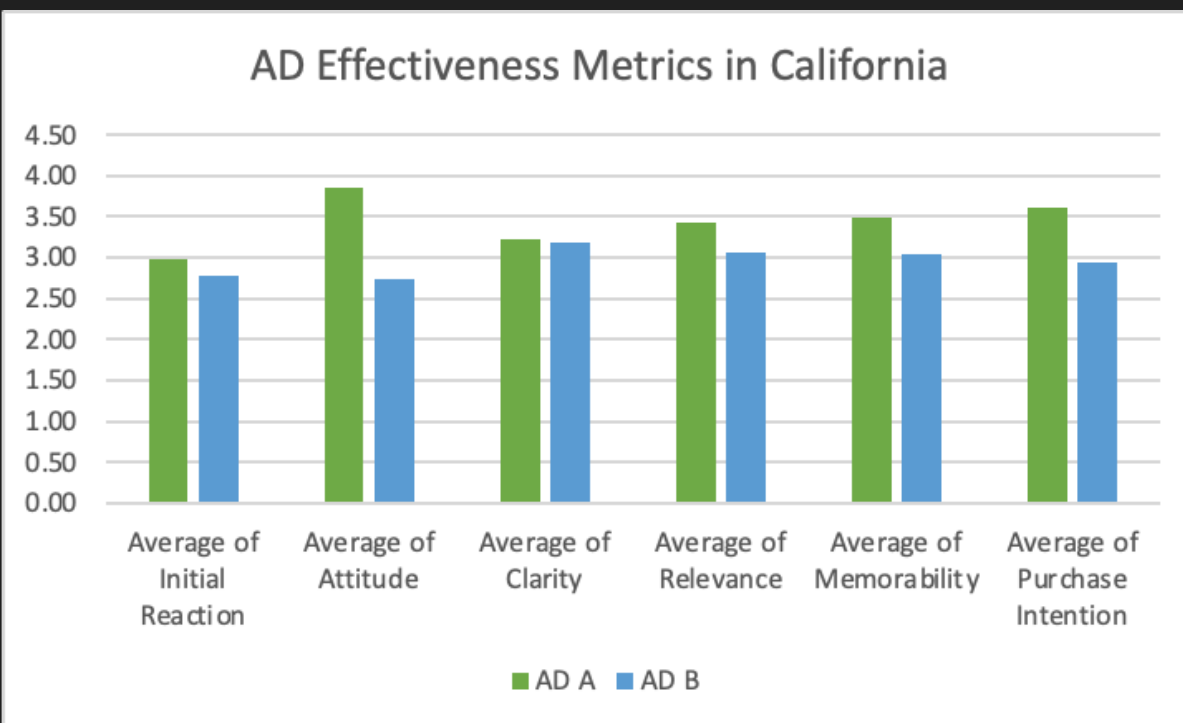AD Effectiveness Metrics among Creators & Artists

Follow-UP
Question #2

<u>Which ad is most effective in the state of California, Texas and New York?</u>

Ad A is more effective in California, Texas, and New York.

AD Effectiveness Metrics in California — AD A, AD B

AD Effectiveness Metrics in Texas — AD A, AD B

AD Effectiveness Metrics in New York — AD A, AD B

Follow-Up
Question #3

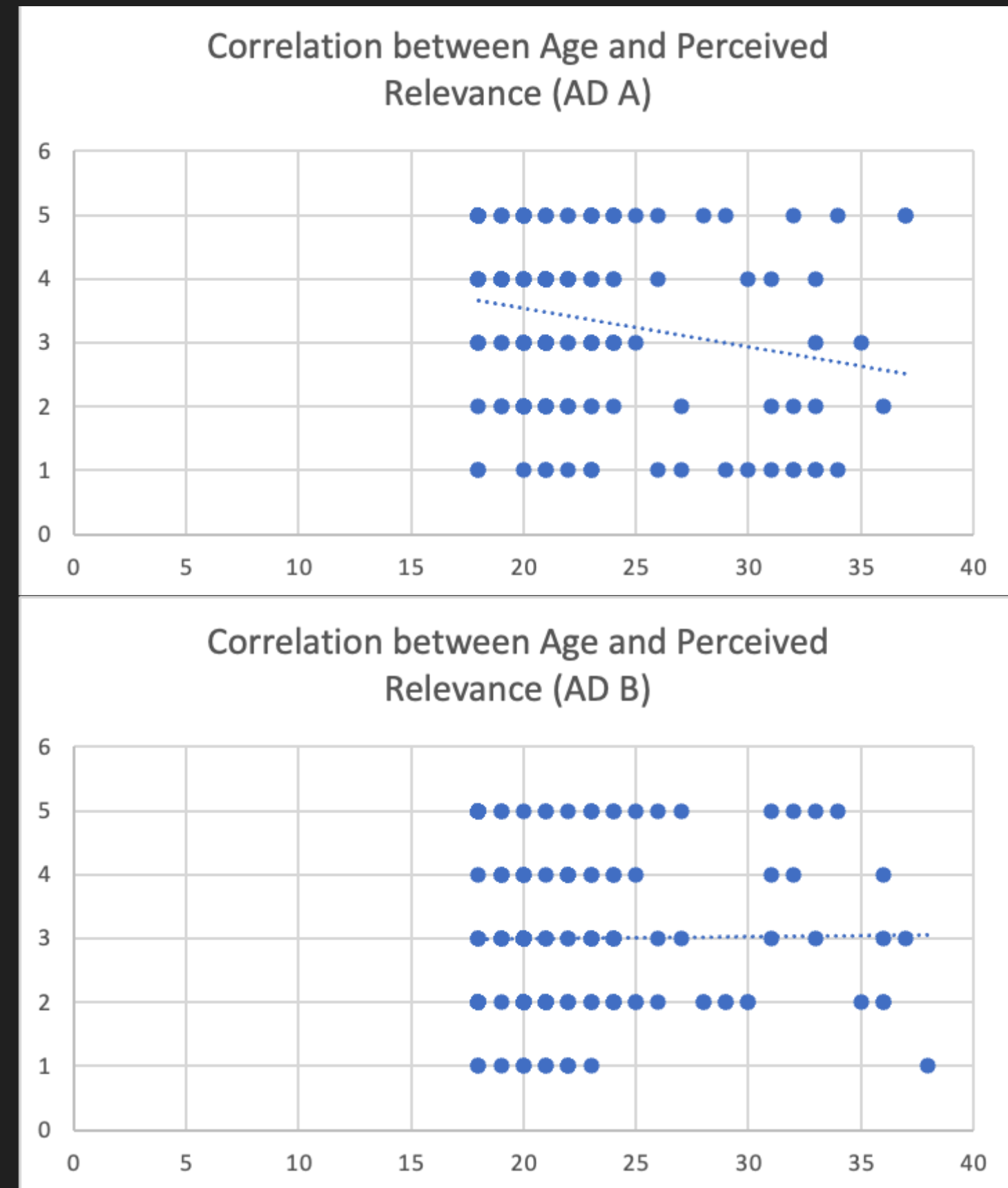**Is there a correlation between participant's age and perceived relevance of the ad?**

- # Ad A: -0.21 (weak negative)

There is a slightly negative correlation, indicating a relationship where age increases as perceived relevance of Ad A decreases.

- # Ad B: 0.01 (no correlation)

There is a weak, indirect relationship between age and perceived relevance of Ad B. As age increases, it does not impact perceived relavance.

- **There is a slight indication that younger college students find Ad A more relevant than older college students. This correlation is weak and there is no correlation for Ad B, which suggesting no significant relationship between age and perceived relevance for either ad.**

Correlation between Age and Perceived Relevance (AD A)

Correlation between Age and Perceived Relevance (AD B)

Research
Question #6

**<u>Is there a correlation between participant's income and attitude towards the product?</u>**

- ### Ad A: 0.41 moderate positive

There is a moderate positive correlation between income and attitude towards Ad A. As income increases, there tends to be a moderate increase in attitude towards Ad A.

- ### Ad B: 0.28 weak positive

There is a weak positive relationship between income and attitude towards Ad B. As income increases, attitude slightly increases towards Ad B.

- **Tidal should look into ways to strengthen the relationship between income and attitude towards Ad A. The weak positive correlation between income and attitude towards Ad B, is less significant and would prove less beneficial to invest time looking into.**

Correlation between Income and Attitude towards Product (AD A)

Correlation between income and attitude towards product (AD B)
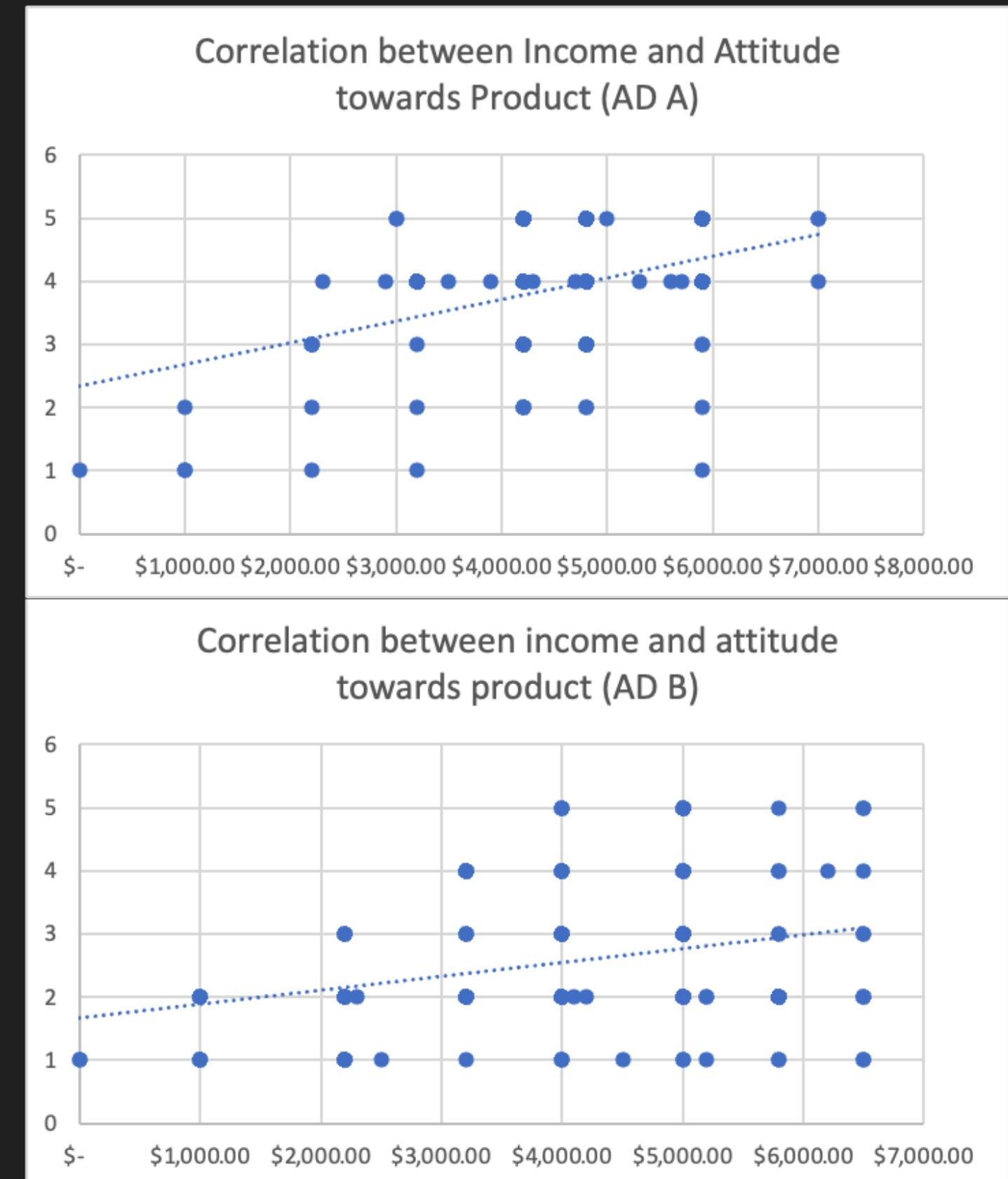
Insights

For our demographic, the ease of discovering new music, including song and artist discovery, is a significant selling point. Spotify's Weekly Discover playlists exemplify effective discovery methods.

Having core early adopters is crucial for network effects, facilitating platform growth by natural word-of-mouth through playlist and music sharing.

Individuals content with the ease of use, functionality, and customization of Spotify or Apple Music may hesitate to switch to a lesser-known platform like Tidal, especially if they find Tidal's user interface less appealing.

Users are often influenced by their social circles, fostering loyalty to their current platform like Spotify or Apple Music and reducing the likelihood of switching to newer platforms like Tidal, especially if they perceive them as less popular among their peers.

Moreover, a sizable population of global travelers, including international students and business executives, may need to switch music streaming platforms based on their location. This presents a significant opportunity for Tidal to capitalize on a potential gap in the market for a globalized platform.

Actionable Takeaways

Make Listening A Connectivity Point

Building on the triumph of Spotify Wrapped as a cultural phenomenon, Tidal has the potential to establish its own regular event. This initiative would enable users to partake in a community-centered experience, sharing their music journey, statistics, and distinctive moments. Such content could be easily shared across various social media platforms, amplifying the community-building essence of music streaming services and fostering a sense of belonging and dedication among users.

Actionable Takeaways

Enhancing Visibility Through Distinctive Features

In addition to community engagement events, Tidal can bolster its visibility by highlighting unique features like superior sound quality, exclusive to its platform. By emphasizing this aspect through targeted marketing campaigns and educational content, Tidal can attract audiophiles and music enthusiasts seeking the highest quality listening experience. This strategy not only sets Tidal apart from competitors but also reinforces its value proposition, ultimately attracting a broader audience and increasing user retention.

Actionable Takeaways

Connecting With Niche Communities

Tidal can strengthen its brand by actively engaging with smaller communities such as indie artists, self-made producers, and enthusiasts of diverse music genres. By creating dedicated spaces or features tailored to these communities, Tidal can provide a platform for emerging talent to showcase their work and connect with fans. Additionally, hosting exclusive events, collaborations, or curated playlists that cater to these niche interests can foster a sense of belonging and loyalty among users with unique music tastes. This approach not only expands Tidal's user base but also positions it as a supportive and inclusive hub for music enthusiasts of all backgrounds and preferences.

TIDAL

Thank You
For Listening