

IMMEDIATE MEDIA^{CO}

CONTENT. PASSION. ENGAGEMENT.



STUDENT CONSULTANCY PROJECT

Building employability and entrepreneurial skills

AIMS OF THIS PROJECT

- To develop entrepreneurial thinking and reader awareness among students
- To identify ways that student research could help resource-poor editorial teams
- To increase employability through a different approach to work experience



Walter Cronkite School of Journalism and Mass Communication





Mensing and Ryfe: By reinforcing the approach of traditional media we do not do enough to equip our students to be the change makers of the future. Antidote? Introducing entrepreneurial thinking to journalism courses, equipping students with the skills to be able to navigate disruption and to 'invent practices that will ultimately replace the news industry we have now'.

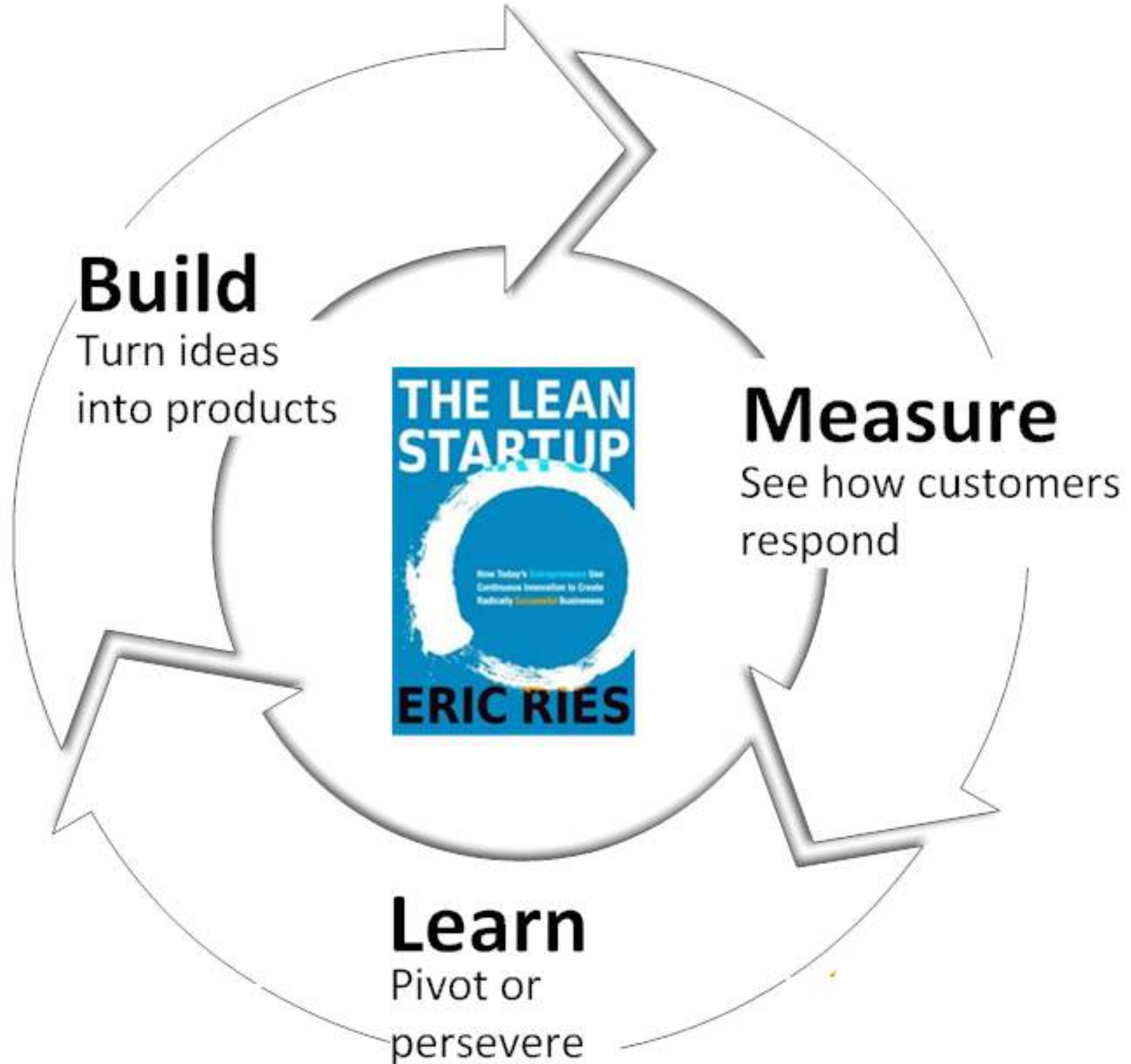


Homemade Mountain Movie Awards Homepage



Layer - Lonely Planet European City Guides





WHAT WE DID

- Approached Immediate Media in Sept 2016...
- Asked editors and publishers where they might need our help
- Would they be interested in experimenting with this idea?

**IMMEDIATE
MEDIA^{CO}**

CONTENT. PASSION. ENGAGEMENT.



OUR CHALLENGES



CONSULTANCY PROCESS

Week 1-3

Researching the brand and understanding the challenge

Week 3-5

Identify research approaches

Week 5-10

Conduct research

Week 10-11

Bring findings together and planning presentation

Week 12

Final presentation at Immediate Media Bristol

BBC MUSIC – YOUNG CLASSICAL MUSIC FANS

- One of the leading classical music magazines with an ageing audience and a print focussed editorial team.
- The challenge here was to look at where young classical fans go for information
- How could the magazine better connect with this readership?



BBC MUSIC – THE RESEARCH

- **Reader research:** talking to young classical musicians and lecturers in person
- Conducting online survey of this demographic
- Becoming readers themselves and actively looking for this content



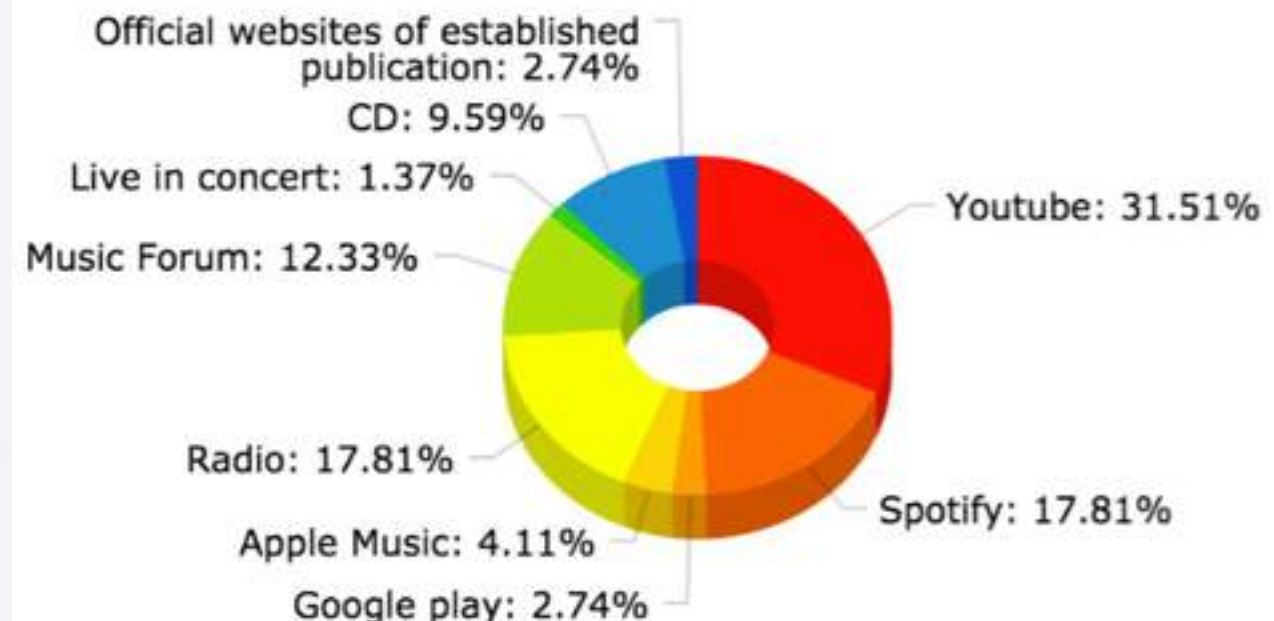
BBC MUSIC – WHAT THEY FOUND

- Limited budget but around £7 p/m being spent on CDs, App subscriptions and MP3 – none on print products
- Spotify, YouTube and Facebook key locations for finding music
- Many follow professional musicians on Instagram and Twitter
- Demand for more live streaming and community through forums, etc
- A number of influential bloggers in this space but seldom very inspiring

Kina Miyamoto,
23-year-old musician



How does the younger generation access new music?



BBC MUSIC – RECOMMENDATIONS

- Increase presence on key sites such as Facebook and YouTube
- Develop short snackable video content for this generation
- Develop a Spotify strategy to engage and promote brand
- Consider interactive live streaming with opportunity to ask questions
- Use all of the above to actively build community with this younger demographic
- Andy Marshall... Culture change



BIKE RADAR – INSTAGRAM AND PINTEREST

- Bike Radar is a global online cycling website driven by content from print magazines.
- Affiliate links are an important part of business model
- This project looked at how different images on Instagram and Pinterest could be used to drive revenue and engagement with the brand.



BIKE RADAR – MINIMAL VIABLE PRODUCT



Search

Home

Explore



Matt



Indoor cycling



Indoor cycling

Cycling motivation

MTB

Bikes

MTB

Follow

TOP 10
STRETCHES
TO DO AFTER
A RIDE



LOSE WEIGHT
CYCLING:
6 WEEK TRAINING
PLAN

Cycling is great for
weight loss and an hour
in the saddle can burn
up to 1000 calories.



BIKE RADAR – WHAT THEY FOUND

Student lead on project

“The most useful strategy... was creating our own Pinterest and Instagram accounts. We used content from Bike Radar, and posted them on our social media accounts, named LightBike. The Pinterest account was by far and away the most successful. Over the course of one month, we had driven over 4000 visitors to the Bike Radar website via Pinterest, which was almost twice the amount as the same period last year. By the time we then came to meet the cycling team in early May, we were reaching almost 800 people per day with our posts. The Instagram account gained over 1000 followers, and built up a large community, however only 113 people accessed the Bike Radar website over the course of one month. This was significantly more than Bike Radar tend to get via Instagram, but was a lot less than Pinterest.

“These statistics were excellent for us. They gave clear proof that we had carried out the work thoroughly, they gave actual real-life visitors to the Bike Radar website, and they conclusively answered the initial brief. We had determined that Pinterest was the most useful social media account to use to make Immediate Media money.”



OTHER PROJECT HIGHLIGHTS...

- Discovered new ways to track and measure revenue
- Some excellent analysis of data from other brands
- Strong editorial strategies for new start ups
- Innovative suggestions for use of technology to build community around products
- Good range of reader and industry research across all projects



IMMEDIATE MEDIA FEEDBACK

+ve All presentations sparked debate and the best challenged editorial team assumptions

+ve “Enjoyed the presentation and it led to a stimulating discussion”

+ve “They made me think about how to approach music, digitally”

+ve “Identifying social influencers was particularly useful”

-ve “Would have been good to see more investigation around target market”

-ve “We should have given students a tighter brief”

-ve “Would like to have seen clearer suggested next steps”

-ve “Some teams needed to practice presentation skills”

STUDENT FEEDBACK

+ve “Found it more challenging to work for an external entity”

+ve “The most ‘real world’ piece of work I did in four years of higher ed”

+ve “Helped me to discuss analytics and social media at interview and this helped secure my first job”

+ve “The link to BBC brands have been useful in talking to employers”

+ve “Gave me an understanding of the financials behind magazine brands”

-ve “Too far away from ‘real’ journalism”

-ve “Seemed like a free research scheme”

-ve “Not as creative as working on our course website”

-ve “Too much confusion over scope and aims of project”

-ve “More chance to liaise with teams at Immediate Media”

WHAT WORKED WELL?

- Students left with valuable experience and with a named publication on their CV
- Built confidence by liaising with and presenting to actual editorial teams
- Experience of how to research and understand new audience
- Understanding of the need to bring revenue and content together
- Exposure to entrepreneurial thinking

**Cardiff University
& BBC Music Magazine**
Immediate Media Consultancy
Project

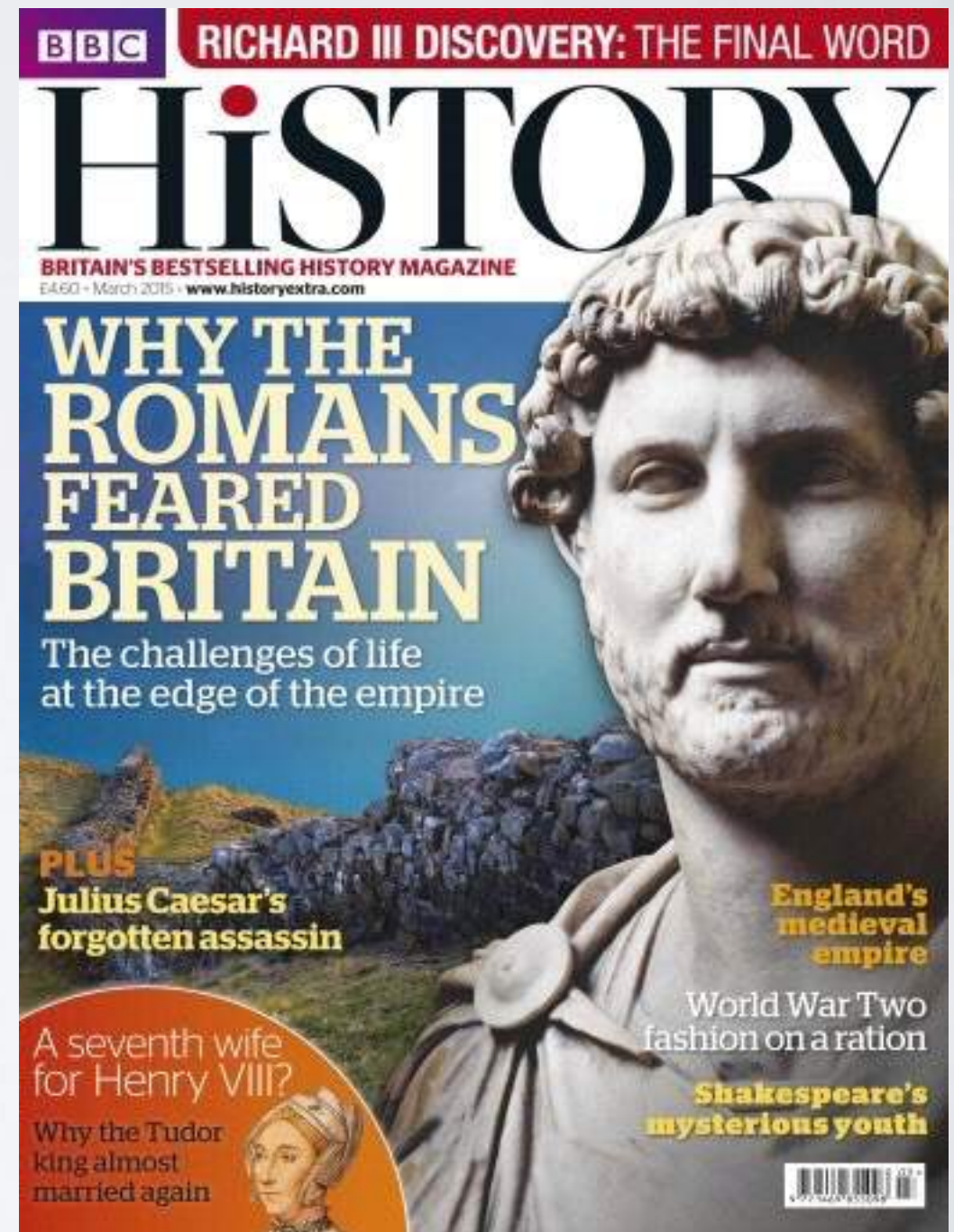
Group 4: Jo Lee, Danyang Shen, Xiaochun Zhao

**Monetise Pinterest and
Instagram**

Faye, Eri, Georgina, John and Himanshu

WHAT WASN'T SO GOOD?

- Some students thought they were simply “working for free”
- I found it tough liaising with external editorial teams and existing relationships proved invaluable
- Group dynamics: Different sizes, self-selecting, lumpy engagement and skills
- Could have done more to ring-fence the aims of some projects
- Needed to do more to outline the skills that we wanted to see being delivered



NEXT STEPS

- Working with Bauer Media and Bristol Cable in similar way for next semester
- Teaching more Lean Start Up thinking and working on presentation skills
- Local Media start ups offer possibly the biggest need and scope
- Can content testing as opposed to revenue generation offer a more meaningful approach for some students
- Develop website to showcase projects



PLEASE GET IN TOUCH

- If you are interested in experimenting with this idea
- If you would like a visiting lecture on Lean Start Up
- You think this whole idea stinks and you have a much better approach
- **SwaineM@Cardiff.ac.uk**

