

Sinus-Media-Check:

Semiological analysis of media formats (TV, print, internet) to identify cultural and target group fit

Online and offline media formats are undergoing rapid change: a culturally different format is bought in addition, an existing format is modernized or replaced, new formats are developed. But are these innovations in line with the socio-cultural tradition of the provider and/or the primary format? Or is it possibly desired to break this tradition, and if so: does the innovation go with the current offer, does it "move" inside the target group corridor?

Service rendered: Quick format check of online and offline formats (internet, print, TV, radio). By means of a socio-cultural scan of characteristic style, symbolism / the use of signs, protagonists / personalities, dramaturgy and formal principles, we develop a status-quo report for you which identifies the current market fit of your product.

Possible issues: causes as well as explanations for heterogeneous or sociodemographically diffusing target groups – in spite of clear format positioning; reasons for slumping demand /rapidly decreasing numbers of users, but also for an unexpected expansion of the existing client / user spectrum; surprising shifts in the target group characteristics; "hybrid" user structures, etc.

Benefit: Socio-culturally detailed information on coherence or inconsistency of a format in its product message, in the interplay of content, design, and visual impact; advice as to the further development of lifestyle and /or everyday- life esthetical elements of the format.

Time need: Between two and six weeks (depending on product / format)

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