

QUID

Vertical Analysis Support:
Entertainment



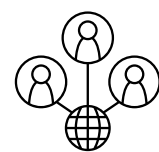
Areas of impact for entertainment clients



CAMPAIGNS REPORTING – Benchmark campaign metrics and understand important moments during a campaign, such as, is the messaging reaching the right audience? Monitor if creatives are driving their call to actions and potential partners.



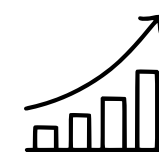
EVENT/BROADCAST MEASUREMENT – Identify and monitor which elements of a broadcast or event are driving the most conversation.



INFLUENCER ANALYSIS – Create a report to identity influencers and discover the impact of influencers on a given topic and how they interact with your brand. Monitor and analyze the impact of known influencers or detractors in an industry conversation.



RISK SPOTTING – Issues tracking and alerting are key to providing a well-rounded monitoring approach for your clients. We can structure your configuration to ensure you don't miss any problems that pop up.

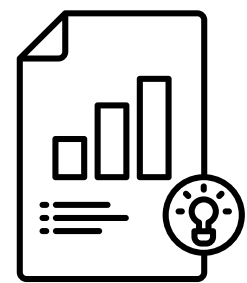


INDUSTRY TRENDS – Brands need to identify the trends that are affecting their industry and driving their customers' behaviors and preferences in time to leverage them. Pinpoint the consumer trends that really matter.

Primary Entertainment Use Cases

CAMPAIGN REPORTING

- Campaign metrics
- Campaign messaging increases & decreases



EVENT/BROADCAST MEASUREMENT

- Broadcast or Event SOV
- Broadcast conversation spikes
- Broadcast sentiment
- Competitive analysis



INFLUENCER ANALYSIS

- Identification
- Influencer Analysis
- Real-time monitoring



RISK SPOTTING

- Leaks or hacks alerts
- Reputation monitoring

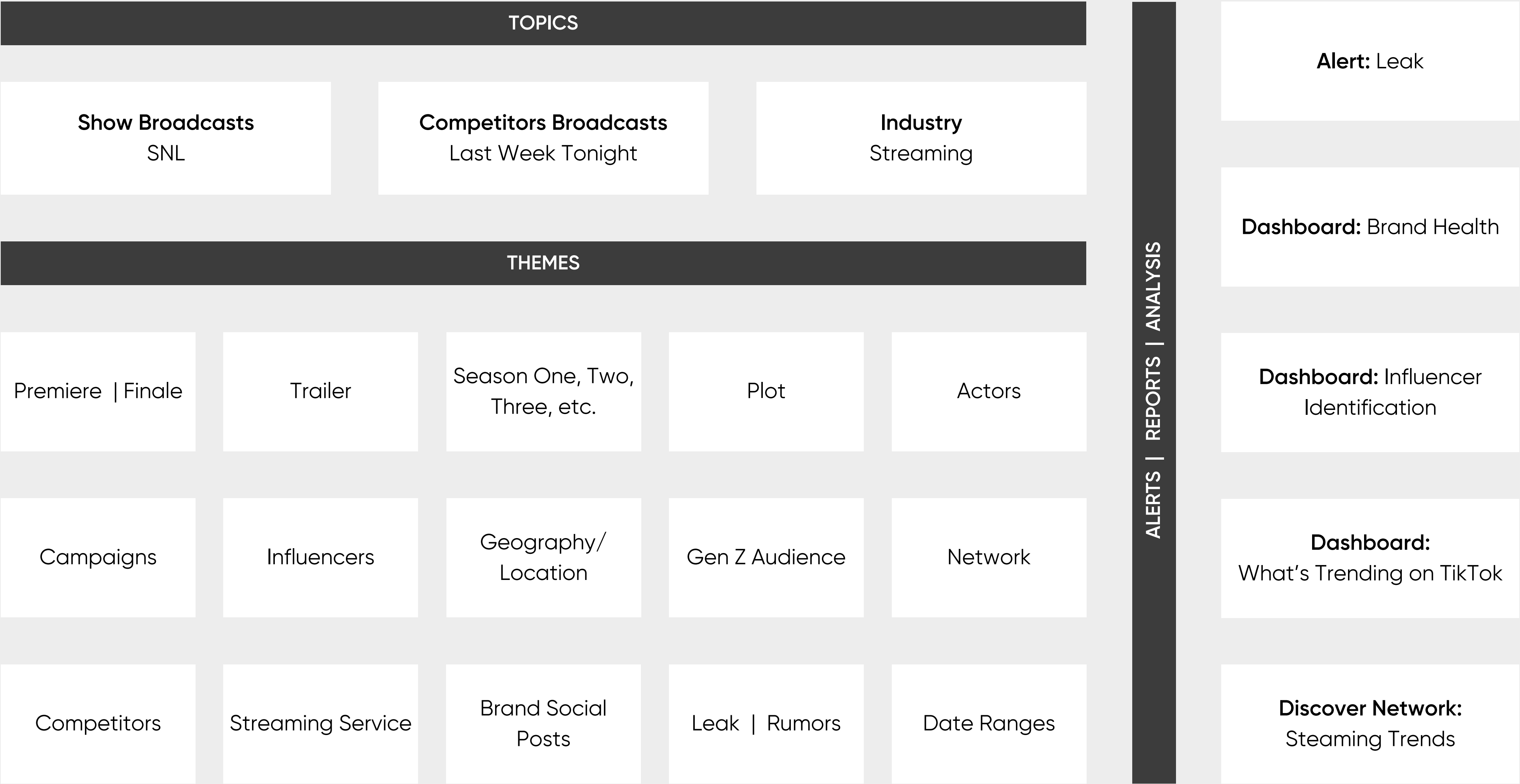


INDUSTRY TRENDS

- Current "hot" moments
- Industry sentiment



Suggested configurations to drive quick insights



Customer Set-Up

Topics

- Brand Broadcasts
- Competitors Broadcasts
- Industry

Custom Themes

- Broadcast Marketing
- Event/Festival
- Viewer Intent (e.g. watch, buy, listen, play)

Quid-Provided Assets & Tools

Certified Themes

- Streaming
- Trailer
- Season Three
- Teaser / Leak / Rumor
- Plot/Story

Dashboard Templates

- Brand Health
- Influencer Identification
- Influencer Monitoring
- Media & Ent: Event Measurement
- Media & Ent: Influencer Analysis
- Media & Ent: Trending Music
- Media & Ent: Trending Watching
- TikTok Influencer Identification
- What’s Trending?



Use filters to segment data

FILTER	INFORMS
Custom Theme – Exclude Branded Posts	Removes brand’s social content from data to see at viewer voice only
Certified Theme – Personal Narrative + Forums	Uncover the viewer’s opinion by isolating first person statements and communities like show subreddits
Original & Comments (excluding RTs)	Filter noise – restrict to unique conversations
Sources	Cut to prominent voices across specific platforms

Target analysis to output

FILTER

INFORMS



Summary Metrics

Brand Benchmarking

Topic Comparison

Competitive Share of Voice, Sentiment & Engagement comparison

Crosstab

Customer Experience Monitoring

Sentiment Attributes, Behaviors, Emotions

Negative Customer Perceptions

Themed Timelines

Increase in Trends Over Time

Authors

Influencer Identification

Side-by-Side Comparison

Competitive Affinities



Illustrative Insights

MONITOR VIEWER EXPERIENCE

Viewers are expressing likes and dislikes – monitor in real-time to update brand strategy or commentary

NARRROW KEY THEMES

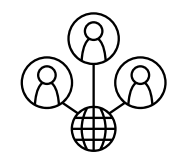
As a broadcast premieres, airs for a period & then ends – track viewer excitement, concerns or unexpected experiences

INFORM TRENDS

Broadcast viewers and fans often lead show culture, catch trends that occur due to fan chatter



Monitor insights within real-time dashboards



BRAND HEALTH

Brand Health

Influencer Identification

Media & Entertainment: Trending Watching

What’s Trending?



INSIGHTS

Trends, top insights, sentiment & influencers.

Assess your brand and/or category to identify influencers

Understand viewer preferences by analyzing favorite shows, most common hashtags, trending movies and “now streaming.”

This analysis gives you an answer to the question “what are people talking about right now?”



LEVERAGE DISCOVER FOR TRENDS

Use AI to identify conversation trends and drive ideation

○
|
CREATE TOPICS AND
FILTERS IN QUID MONITOR

○
|
LAUNCH QUID DISCOVER

○
|
FIND NEW TRENDS IN
DISCOVER

○
|
ANALYZE NEW TRENDS AS
THEMES IN MONITOR