



ALETHEIA
MARKETING & MEDIA

CASE STUDY

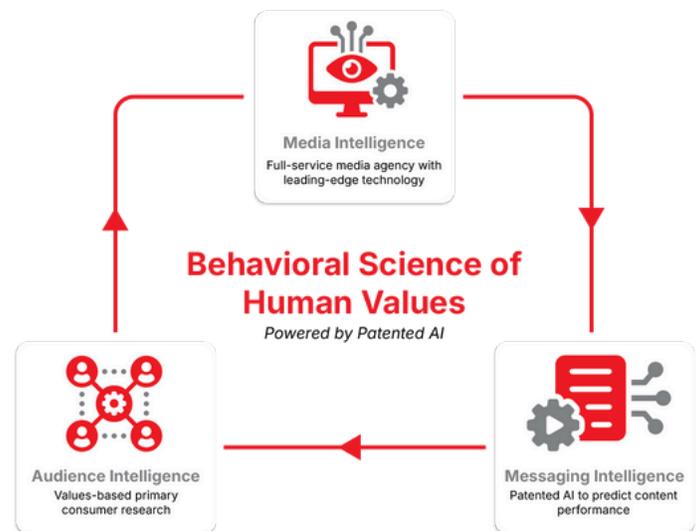
CONSUMER RESEARCH FOR AUDIENCE BRAND AFFINITY

CHALLENGE

UNCOVER NEW ADVERTISER TARGETS AND PARTNERSHIP OPPORTUNITIES FOR A LEGACY BRAND.

Our Aletheia researchers surveyed 604 current fans of *South Park* to assess their values, fandom, brand affinity, and perceptions of advertising partners.

As a result, we identified the ValuesTypes that South Park fans align with, highlighting how these types crossed demographics in somewhat unexpected ways. This analysis helped Viacom develop a communications and ad sales strategy that more accurately targeted the next generation of South Park fans to generate revenue.



VALUETYPES EXPLAINED:

Aletheia's proprietary ValuesTypes target the core motivations predictive of consumer behavior:

- **Achievement:** Success, recognition, power, status
- **Pleasure:** Maximized immediate enjoyment at minimal cost
- **Freedom:** Independence, creativity, nonconformity, curiosity
- **Purpose:** Selflessness, ethics, generosity, community service
- **Tradition:** Maintaining cultural or religious identity, customs, beliefs
- **Security:** Risk aversion, safety, predictability, familiarity



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➤ WHAT ARE THE BEHAVIORAL MOTIVATORS DRIVING FANS?

The research indicated that **more than 50%** of South Park fans **were motivated by either Achievement or Pleasure**, with 25% scoring high on both. Fans at this intersection tended to be the most avid and **over-indexed in their favorable opinions of brand partnerships and co-marketing**—presenting a unique marketing opportunity for Viacom to drive more revenue.

➤ HOW THE RESEARCH DROVE CONQUESTING INITIATIVES

We discovered that **brands hesitant to advertise** with South Park **were often fan favorites and perceived as brand-appropriate**. This gave Viacom a unique entry point to offer these brands advertising and partnership opportunities tailored to an exclusive audience of South Park fans.

BY UNDERSTANDING THE DRIVING VALUES OF ACHIEVEMENT AND PLEASURE, ADVERTISERS COULD CRAFT MARKETING MESSAGES THAT RESONATED WITH THIS AUDIENCE—UNLOCKING THE POTENTIAL FOR OUTSIZED RESULTS.