

BuzzFeed



globalwebindex

How BuzzFeed Shifted Brand Perceptions with Insight

Using consumer data to drive new business.

The Challenge

BuzzFeed is famous for its unique approach to storytelling. A recognized leader in viral content, its ongoing mission is to provide “the most shareable breaking news, original reporting, entertainment, and video content.”

According to GlobalWebIndex, 1 in 2 internet users between 18-34 in the U.S. engage with BuzzFeed on a monthly basis. This highlights the company's status as a go-to source for content among millennials. But with continued growth, BuzzFeed was keen to show its appeal is much further reaching than just this key demographic.

“One thing we wanted to change with our international markets in particular was how brands viewed us as an advertising partner, beating down some common misconceptions.”

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We don't just speak to 'millennials', GlobalWebIndex helps us to prove that we have a more diverse, wide-ranging audience than you may think.

JACKIE LUNDBLAD, HEAD OF
INTERNATIONAL INSIGHTS AT BUZZFEED

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BUZZFEED'S MASS APPEAL

650+
Million

MONTHLY UNIQUE VISITORS¹

9+ Billion

MONTHLY CONTENT VIEWS²

#1 Most
Watched

MEDIA + ENTERTAINMENT
PUBLISHER ACROSS YOUTUBE,
FACEBOOK AND INSTAGRAM³

SOURCES

1. Facebook Insights.
2. Jan-Jun '17 SC edition snaps, :3s FB Video Views, YT Views, BuzzFeed.com articles.
3. Tubular June 2017.



It can be a struggle for marketers to find a source of information that relates to audience composition, but GWI was the perfect partner to cross with our own data.

BRUNO BELARDO, VICE PRESIDENT,
BRAND STRATEGY AT BUZZFEED BRAZIL



For Bruno Belardo, Vice President, Brand Strategy at BuzzFeed Brazil, it's not only about proving BuzzFeed's wider appeal, but delving deeper into who fits within the 'millennial' category.

"BuzzFeed is well known for its close relationship with millennials", he says. "But we wanted to show who these people are, what they do, what their desires are and what they feel defines them, because they don't just fit within one category."

Investing in partnerships across the globe, BuzzFeed needed to educate clients that they are far more than an entertainment source for millennials, but a trusted source of content, valued by a wide range of audiences that brands can tap into with their advertising.

In order to shift these perceptions in international markets, they needed access to more local insights. "We needed access to quality data", says Bruno.

The Action

Proving their widespread appeal with cross-market insights.

Using the wealth of data gathered through GlobalWebIndex, BuzzFeed could analyze their audience in much greater depth.

Focusing first on their Australian market, in-house teams decided to make use of these insights to challenge perceptions and spark new conversations. Creating a number of targeted newsletters outlining some of their most impactful finds, the teams used this data to prove their mass appeal. Starting with mums, they used GWI data paired with internal research to share insights on audiences that are often overlooked in connection to BuzzFeed.

“Not only do we have the scale, we know our readers well and we know how to use this data to provide the right recommendations to brands to improve their reach and awareness”, says Jackie. Paired with their own content research, the teams were able to drive new opportunities with these insights.

The Result

Breaking down barriers with powerful data.

Positioning themselves as experts on their consumers while simultaneously proving their appeal to far more than just millennials, BuzzFeed effectively used the data to drive new business and build more trust among clients.

- **Shifted perceptions** by proving their appeal across demographics.
- **Earned client trust** with consumer insight unavailable elsewhere.
- **Boosted interest in advertising** across emerging markets.

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This data gives us more of those granular details needed to help us put a personality behind the stats.

JACKIE LUNDBLAD, HEAD OF INTERNATIONAL INSIGHTS AT BUZZFEED

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NEWSLETTER EXCERPT



They often consider friends, family and community.

64% of Aussie mum readers identify as altruistic.

Source - GlobalWebIndex (Q1 2014-Q4 2016)

This pattern of considering others translates into how Aussie mums discover new brands, products, and services, too!

55% of Aussie mum readers rely on word-of-mouth from friends and family to discover new brands.

Source - GlobalWebIndex (Q1 2014-Q4 2016)

They are big on brands, too.

Aussie mums care about brands, are responsive to effective advertising, and love to share the things they love with their networks through social media. All of these things coupled with their strong affinity for family and community make them natural brand ambassadors

59%

more likely to say favourite brand plays an integral part of on- and offline life.

70%

more likely to say they buy brands whose advertising they see.

80%

Aussie mum readers think of themselves as 'social media sharers.'

Source - GlobalWebIndex (Q1 2014-Q4 2016)



Following our Australian newsletter, we got a great response from brands who were surprised to see our reach among this audience, emphasizing how we had broken down some misconceptions they had previously about BuzzFeed.

JACKIE LUNDBLAD, HEAD OF
INTERNATIONAL INSIGHTS AT BUZZFEED



The data was also used to help them win new business and solidify relationships with clients in up and coming markets like Brazil.

“We have a strong relationship with one of the biggest private banks in Brazil and have worked closely with them since our early days here,” says Bruno. “Through GWI’s data and our own insights and external research, we were able to add even further value.”

“With this, we could fill in the blanks around who these people were to help us better understand how they act and think when making important decisions,” says Bruno.

With the ability to go into far more depth than they ever could, translating audience behaviors, perceptions, interests and lifestyles on a massive scale, they could also give the client the answers that no one else was able to provide.

“While we’ve always been able to provide insight into their content consumption and sharing habits, this new data helped us to prove that we could consistently provide them with new insight into their audience that they couldn’t find elsewhere. This in turn showed them there is a data-driven future in working with us.”

About GlobalWebIndex

As home of the world's largest survey on the online consumer, the GlobalWebIndex platform makes it easy to create powerful insights that move.

Our data represents
2.6 bn internet users
across 40 countries.



SEGMENT

Build detailed audience and customer profiles with easy access to global data.



MESSAGE

Know what to say by quantifying the perceptions that are blocking or powering repeat purchasing.



ENGAGE

Learn where to reach your consumers by analyzing behaviors across channels, platforms and devices.



MEASURE

Validate your targeting and measure campaign effectiveness with robust analytics that take tracking to the next level.

TRUSTED BY THE WORLD'S LEADING MARKETERS

Google  BuzzFeed

MEDIACOM OmnicomGroup

  

AKQA  YAHOO!

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