Creating a Strong Youth Media Brand
How to develop quality media to a fragmented youth generation

ReD Associates & Danish Broadcasting
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I. Defining the youth media brand

Frederik Wiedemann, Partner at ReD Associates

II. Executing the youth media brand

Kasper Tøstesen, Youth Editor at Danish Broadcasting
I. Defining the youth media brand

Fredrich Wiedemann, Partner at ReD Associates
The case company: Danish Broadcasting (DR)

- Denmark’s only full public service media company
- Established 1925
- 5 million users
- $700 million in annual budget
- 3,000 employees
The Problem:
DR is losing the young generation of media users on all platforms

15-20% of 11-25 year olds in Denmark never watch any of DR’s tv channels
(compared to 7% of all 3+ year olds)

Note: Average percentage of monthly internet use for 15-25 year olds in DK
The Challenge:
Making public service media relevant to an elusive young audience, having very weak touch points and an un-attractive brand.
The Solution:
An outside-in approach to developing media for youth

Who are they?
What are they like?
What are their unmet media needs?
What should public service media provide?
Who are they?
Ethnographic studies of the youth “tribe” in Denmark (i.e. not universal)
**Who are they?**

**Youth stages (socialization, aspirations)**

<table>
<thead>
<tr>
<th>Key life events</th>
<th>Child (11-16)</th>
<th>Adult (21-25)</th>
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</thead>
<tbody>
<tr>
<td>Growing into youth</td>
<td>• Feeling at home as youth</td>
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<tr>
<td>Primary school ends</td>
<td>• Secondary school ends</td>
<td></td>
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<td>Basic educational choices</td>
<td>• Lifestyle choices</td>
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<td>Carefree youth ends</td>
<td>• Professional life begins</td>
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<td>Partner and family choices</td>
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<tr>
<th>Key identity markers</th>
<th>Re-collectivization</th>
<th>Sub-collectivization</th>
<th>Liberalization</th>
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</thead>
<tbody>
<tr>
<td>From family to friends</td>
<td>From mainstream to sub group</td>
<td>From sub group to individual identity</td>
<td></td>
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</tbody>
</table>
Who are they?
The “Golden Age” of 18-25 as shared aspiration
Who are they?
Two dominant youth segments/cultures branch out in secondary school

**6th – 7th grade revolution**
- End to social dominance of girls
- The ‘system’ stops pitching to the passives
- Educational choices start to form

**INTEREST DRIVEN**
- Dominant culture in academic secondary
- Public service target group
- Close, strong relations to educators
- Status example: Knowledge
- Attitude: “Anti Z”

**REWARD DRIVEN**
- Dominant culture in vocational & tech
- Commercial target group
- Distant, weak relations to educators
- Status example: Rule breaker
- Attitude: “Z”
What are they like?

Key analysis: What is unique to being young?

- **Adult**
  - Young versions of adult life

- **Young**
  - *Uniquely young*

- **Child**
  - Young versions of kids life
What are they like?

The unique characteristics of youth

**Uniquely young**

- **Characteristic #1**
  Feeling left over

- **Characteristic #2**
  Being in opposition

- **Characteristic #3**
  Exploring the limits

- **Characteristic #4**
  Masters of the Universe
"At least we can stand each other"

Characteristic #1 Feeling left over

Media currently serving this
Self reflexion via fiction
Youth online communities

Opportunities for public service media
Challenge them with qualified opposition
Facilitate deeper personal relations
Opportunities for public service media

Exposing subcultures to each other
Challenge authorities

Big shows with types to ridicule
Specialized fora for like-minded

“Respect my independence but don’t pretend to know me”

Characteristic #2 Being in opposition
Characteristic #3 Exploring the limits

“How do you know if you haven’t tried it?”

Media currently serving this
Extreme reality shows
Online adult content

Opportunities for public service media
Go to the limit in a genuine youth context
Expand their comfort zone
Characteristic #4  Masters of the Universe

”Don’t tell me how. I know better anyway”

Media currently serving this
On-demand news
Access to comment

Opportunities for public service media
Invite users to activate news (co-editing)
Produce “Meso-reality”
What are their unmet needs?
Filling a relevant gap in the media market
What should public service media provide?
Platform for the new youth media brand

Sharper
To activate
Masters of the Universe
“Fantastic Reality”
To Challenge
Wild

ATTITUDE
To Tease
Hot

AMBITION
To Connect

CHARACTERISTICS
Exploring the limits
Being in opposition
Feeling left over

Genuine
II. Executing the youth media brand

*Kasper Tøstesen, Youth Editor at Danish Broadcasting*
What is DR MAMA?

A unique youth content brand that lives on several media platforms.
Benefits of background work

• Very clear positioning vs. competition
• Very detailed brand platform
• Editorial ”cookbook” for program development
• Less ”gut feel” programming
• We know what we do is relevant
Example 1: In real life

DR MAMA’s documentary format, portraying the diversity of youth in a very real and honest way

• Cross platform documentary content
• TV magazine program combining studio element with different documentaries
• Short 5 minute documentaries with strong viral online quality
• Short 30 second elements on radio
• Web as casting platform
Example 1: In real life

“Fantastic Reality”

- To activate: Masters of the Universe
- To Tease: Exploring the limits
- To Challenge: Being in opposition
- To Connect: Feeling left over
- Genuine
- Sharper
- Hot
- Wild
Example 2: The Ministry of Sex

DR MAMA’s fun, challenging and educational format about sex

• Talkshow format with different formatted feature elements

• Honest, direct and down to earth

• Supportive online content: debates, guides, test yourself etc.
Example 2: The Ministry of Sex

Sharper - ATTITUDE
To activate - AMBITION
"Fantastic Reality"
Wild - CHARACTERISTICS
Being in opposition - Exploring the limits
To Challenge - Feeling left over
To Connect - Genuine
Hot - To Tease
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IDEAS THAT TRANSFORM MARKETPLACES