



**DMIG** DISPATCH  
MEDIA  
GROUP  
a GateHouse Media® group

# EXECUTIVE SUMMARY

In August of 2016, six nervous marketing students began their journey in trying to understand millennials, media, and The Dispatch Media Group. Through countless hours of research and strategizing, they hope to have uncovered insights that will help DMG to monetize millennials ages 18-23. They also hope to have created strategies that will make this group DMG customers for life. We believe that this segment is the most important age group because this is the age that most consumers in Columbus are introduced to the DMG brand as they graduate high school, start their first full time jobs, and finish their college career. Shaping these young adults' habits and perceptions of the brand at this age can impact their future habits for the rest of their lives.



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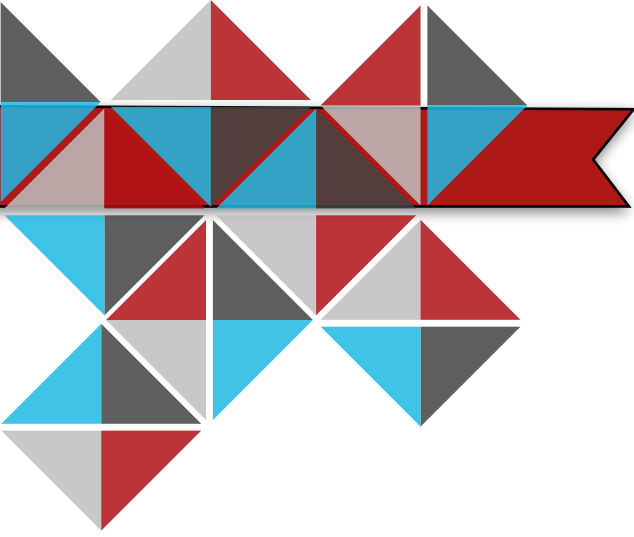
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# CURRENT SITUATION

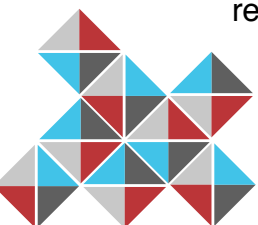
## Historical Context

The Dispatch Media Group is a Gatehouse Media Group that reaches over 1.5 million people in Columbus through many outlets, but they are struggling to engage millennials in an effective way.<sup>39</sup> When asked about their thoughts on The Dispatch Media Group and their products, focus group respondents claimed they saw the brand as old-fashioned, mature, family-oriented, and overall as a brand that would not provide content that interested them.<sup>40</sup>

The Dispatch Media Group acquired Columbus Alive newspaper in 2006 and eventually created ColumbusAlive.com.<sup>14</sup> Columbus Alive is a weekly entertainment magazine and website serving central Ohio with fresh, fun coverage of the music, arts, food, and nightlife that makes this city tick (“About Alive”).<sup>14</sup> There are 35,000 copies of Columbus Alive distributed every Thursday to more than 15,000 locations.<sup>14</sup> However, it was found Columbus Alive is largely unknown to most millennials ages 18-23 and rarely read. This is a current publication that is targeted toward millennials, but it is debatably not meeting its mark in attraction or engagement of their target consumers.



The company has since implemented an application called Sifted that failed due to lack of technological development and time budgeted for success. We kept this historical context in mind as a frame of reference for developing our recommendations.<sup>40</sup>



# CURRENT SITUATION

## The Business Problem

DMG is currently struggling to find a way to attract and engage millennials, ages 18-23, utilizing the strengths of both Columbus and DMG in order to monetize their efforts.

## Current Context



### News Consumption is Changing

People are less willing to pay for news due to easy accessibility through online and mobile apps.<sup>4</sup> There has also been an increase in digital news consumption.<sup>41</sup> Therefore, it is evident the newspaper industry will only progress by digitally transitioning.

### Millennials are a Prime Target Market

The millennial segment is the most brand loyal group of consumer generations. This is due to the fact that they stay connected to the world around them. However, they are more so influenced by quality experiences rather than simple advertisements.<sup>33</sup>

### Columbus is a Prime Location to Seek out Millennials

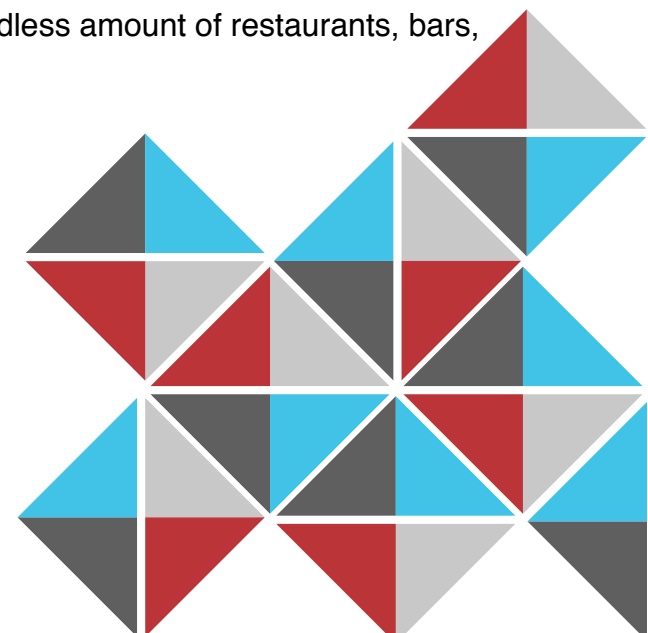
Millennials make up 25.9% of Columbus population.<sup>33</sup> The city's 61 colleges and universities make it a prime location for millennials.<sup>16</sup> The city also offers a plethora of activities and attractions for this segment from an endless amount of restaurants, bars, concerts, and festivals.

## Competitive Analysis

Columbus Underground - Online news provider with nightlife focus.<sup>44</sup>

1870 (formerly Uweekly) - Targets OSU students and has strong digital presence.<sup>47</sup>

Columbus CityScene - Broad audience but provides local deals and promotions.<sup>46</sup>

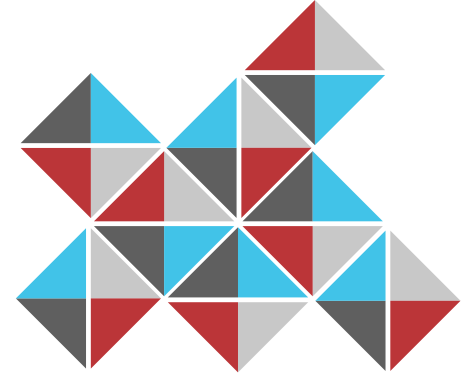


# KEY INSIGHTS



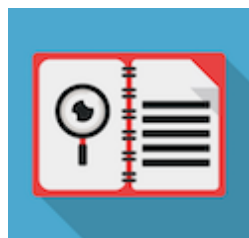
Millennials appear to **not actively seek out news sources** but rather come across news incidentally through media sources they already use, such as Facebook.<sup>12</sup>

**Facebook, Instagram, and Snapchat** respectively are the most active social media accounts for 18-23 year olds.<sup>Focus Group</sup>



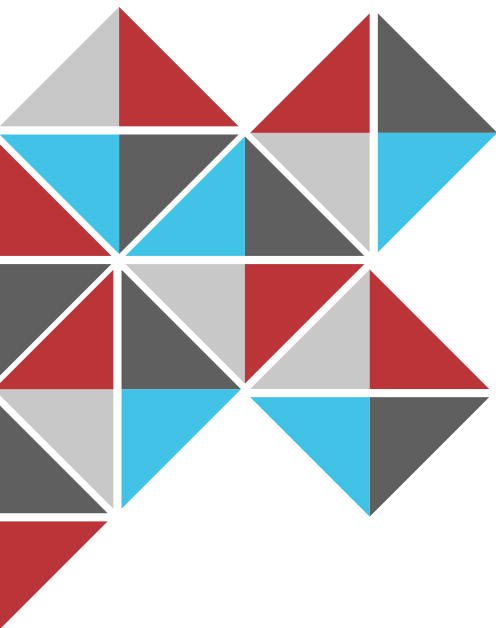
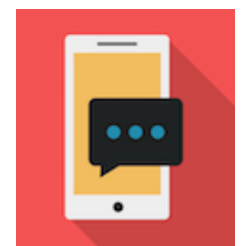
Of the people who read newspapers, **50% of them only read them in print** and are in the older age bracket. However, news enthusiasts and people who did not attend college prefer news in print also.<sup>10</sup>

Among millennials who used Facebook to find news, **70%** say that they **will click and read** the news stories they encountered. **42%** **regularly post or share** news stories with their Facebook friends.<sup>5</sup>



The most popular areas of content include **food, local events, entertainment, local news, college sports, and politics**. The least popular areas of content include **travel, fashion, business, and opinion**.<sup>Table B</sup>

Millennials are very likely to gravitate towards their smartphones whenever they have nothing else occupying their time, in fact millennials spend roughly **2 hours per day** on their smartphones.



# MARKET SEGMENTS

## “Unattached Ursula”

67% of 18 - 23 years old population

- Gets information by bumping into it
- Has not yet started a family or career
  - Community and world news not a centered focus
  - Online tendencies toward friends, school, entertainment, movies, music, etc.
  - Less than a third pay for digital or print news<sup>4</sup>



## “Explorer Ethan”

33% of 18 - 23 years old population

- Actively seek out news and information
- Most have not yet started families or careers
- Interested in news and is more likely to actively pursue information online and through social media
- More likely to consumer content related to local news and business<sup>Table C</sup>

# RECOMMENDATION OVERVIEW

1. Acquiring Lextant, a local research company, to create a research panel specific to millennial aged research. This will allow DMG to attract millennials with new products and free samples as well as provide companies with an insight into millennial views.
2. Refocus and rebrand Alive content, website, and related materials in order to make it aesthetically pleasing and engaging for 18-23 year old millennials.
3. Revamp the Alive newsletter to incorporate more engaged content in a better format for 18-23 year olds. Also change the newsletter delivery day to Monday to include an entire week of events.
4. More activity on social media as well as utilizing partnerships and paid promotions to engage with consumers more actively.





# 1

## STRATEGY ONE

### BUILD THE TOP MILLENNIAL RESEARCH PANEL IN THE MIDWEST

#### **Strength**

A company located in Columbus has ability to reach many millennials on campuses such as Ohio State University with 50,000 undergraduate students, Capital University with roughly 2,500 undergraduate students, and Columbus State with 24,500 undergraduate students.<sup>16</sup> DMG can also build relationships with potential future customers at this age so that they can utilize these relationships when these customers have more income.

#### **Opportunity**

Dispatch is a local company that can use Columbus' many institutions to their advantage by developing a research panel for students 18-23 years old who make up most of Ohio State's student population.

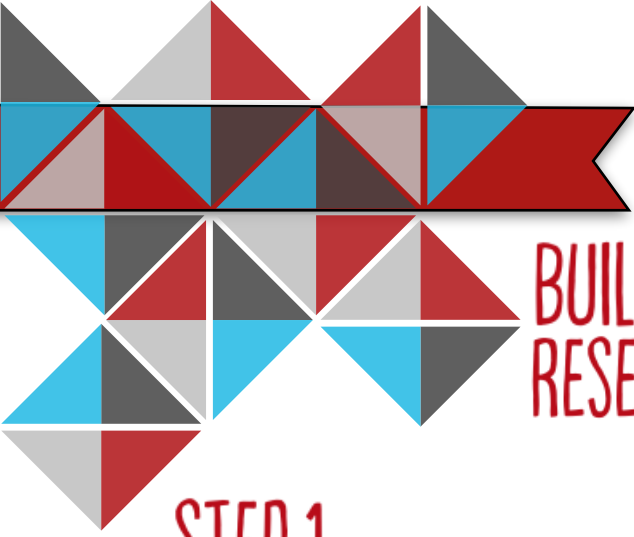
#### **Timeline**

Acquisition and establishment of a research panel and integration into the DMG company could take around three years. One year at the latest upon start date of project DMG should acquire or be in the process of acquiring Lextant to move forward with creating a millennial research panel. Work to develop Lextant/DMG into the largest research panel in the area in the next five years.

#### **Competitors**

Complete Research Connections, Aimpoint Research, Illuminology, YPulse, Tremor





# STRATEGY ONE



## BUILD THE TOP MILLENNIAL RESEARCH PANEL IN THE MIDWEST

### STEP 1

**Acquisition of local marketing research firm, Lextant, or a similar firm.**

#### ***Why Lextant?***

Lextant currently has two Ohio locations; one in Powell and one located on South High Street here in Columbus. This location is about a 13 minute drive or about 30 minute bus ride from Ohio Sate’s campus as well as being centrally located to other universities in Columbus. The company is medium-sized with 51-200 employees. This means the company is relatively established, but still has room to grow. With experience in design research, insight translation, user experience, consumer insight, ethnography, and human machine interface, the company has an array of beneficial research features. Lextant has previously conducted research at five Central Ohio high schools which includes 18 year olds as well as a millennial case study, which gives them experience in our target age-range.<sup>43</sup> Lastly, they have a large resume through having worked with reputable companies such as Nationwide, Ford, Huntington, DSW, etc.<sup>43</sup>

#### ***Challenges***

Acquiring a local, reasonably sized research agency that is in a good location relative to colleges and universities in the Columbus area. Need an agency with sufficient facilities for conducting research with a large panel of college students.

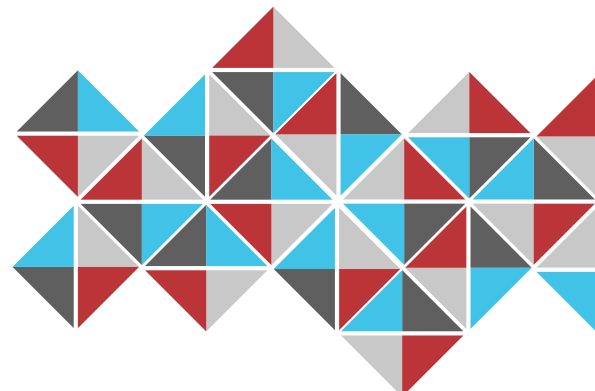
#### ***Budgeting***

Based on secondary research Lextant is worth roughly 1.3 million dollars in annual revenue.<sup>42</sup>

#### ***Measurement Objectives***

Be in the process of acquiring a research firm within one year of project start date.

# lextant:





# STRATEGY ONE



## BUILD THE TOP MILLENNIAL RESEARCH PANEL IN THE MIDWEST

### STEP 2

Development of student panel through on the ground recruitment strategies, targeted digital recruitment, and branding of the new research company.

#### **Challenges**

Incentivizing a substantial amount of students to participate in the research panel by offering them various benefits such as gift cards and free product samples.

#### **Budgeting**

Rebranding the two companies would cost DMG between \$35,000-\$75,000.<sup>23</sup>

#### **Measurement Objectives**

Holding 500 local millennial participants for each in person research panel optimistically, based on secondary research findings of 300 participants being a feasible number. Also the ability to distribute and gain insight from at least 1,000 participants in an online survey.



### STEP 3

**Utilize partnerships and various marketing tactics such as SEO and social media in order to make this panel the largest in the midwest region.**

#### **Challenges**

Developing a cross-functional team to create a campaign in order to achieve this goal. Continuing to grow panel each year and to stay relevant in terms of research and product testing.

#### **Budgeting**

Estimated \$130,000 per year - see Marketing Execution on page 19 for details.

#### **Measurement Objectives**

Become the largest millennial research panel in the midwest area in terms of in-person qualitative research in the next five years.



# STRATEGY TWO

## REVAMP COLUMBUS ALIVE

# 2



### **Weakness**

Columbus Alive is a DMG product currently said to be targeting millennials, but the overall appeal is lacking especially to their target audience. 9 of 13 focus group participants had never heard of Columbus Alive.<sup>Focus Group</sup>

### **Opportunity**

Individual interview respondents said, “[They] enjoy the aesthetic of the Netflix and BuzzFeed websites more for various visual and usability reasons.”



### **Positioning Statement for Columbus Alive**

**Target Market:** Millennials ages 18-23 who are interested in staying up to date with the world around them, want to be informed on local news, events, entertainment, and promotions.

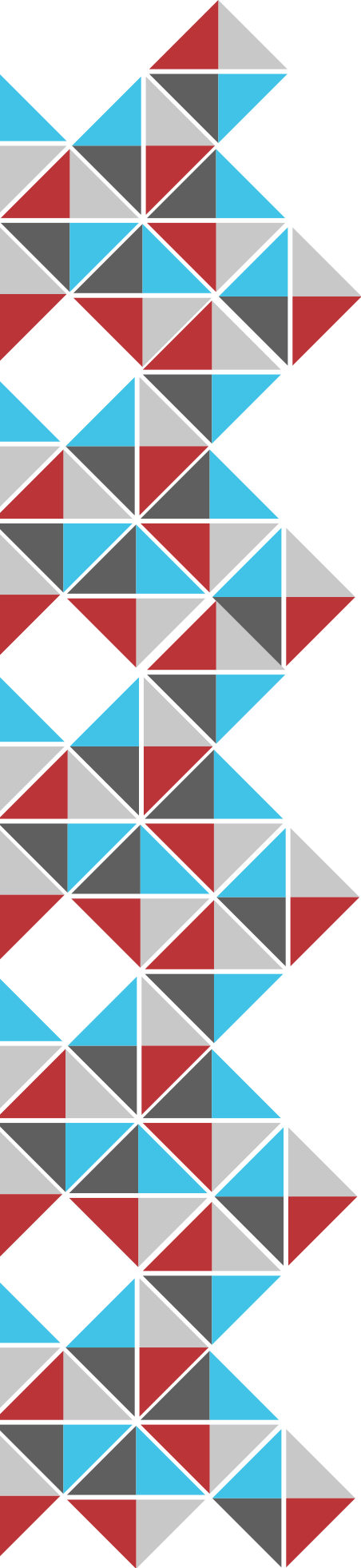
**Value Proposition:** The most locally relevant news, events, and entertainment provided in an easily attainable, navigable, and engaging way, as well as the largest research panel of 18-23 year olds in the nation.

**Frame of Reference:** Competitors include all Columbus news providers, OH news, deal, and promotion providers, and other research panels.

**Support for the Value Proposition:** Columbus is home to one of the largest colleges in the country and can provide in person market research testing companies and other locations cannot execute without access to Columbus’ large college population.

# alive!

[www.columbusalive.com](http://www.columbusalive.com)



# 2

## STRATEGY TWO

### REVAMP COLUMBUS ALIVE

#### STEP 1

**Lay out the exact job description for the potential employee that will take over the rebranding role, specifically for the Columbus Alive website.**

##### ***Challenges***

The resources to find a current employee in the company with enough time and experience to complete the necessary actions.

##### ***Measurement Objectives***

The Columbus Alive website is updated and running with the recommendations below within 6 months.

#### STEP 2

**Change the functionality of Columbus Alive's website and include customizable features such as "Because you read" options to encourage reader to have a deeper connection with the brand. 18-23 year old consumers value convenience and customizable factors in a company's display similar to Netflix.** Focus Group

##### ***Challenges***

Obtaining a program to closely track what previous content a user had engaged with on their website and offer recommendations for content in the future.

##### ***Measurement Objectives***

A positive correlation between content read based on previous content and recommended content.

# STRATEGY TWO

## REVAMP COLUMBUS ALIVE

# 2

### STEP 3

Update the Columbus Alive's homepage website to appeal closely to millennials to keep their attention. 18-23 year olds indicated BuzzFeed as the first provider to come to mind in regards to a millennial-targeted content online.<sup>Individual Interviews</sup> All 13 participants in focus group enjoyed a balance between pictures and text, with occasional video stories.

#### **Challenges**

The ability for Columbus Alive to access multiple pictures and videos to display on website.

#### **Measurement Objectives**

Click through rates and the amount of time people stay on the page increase.



### STEP 4

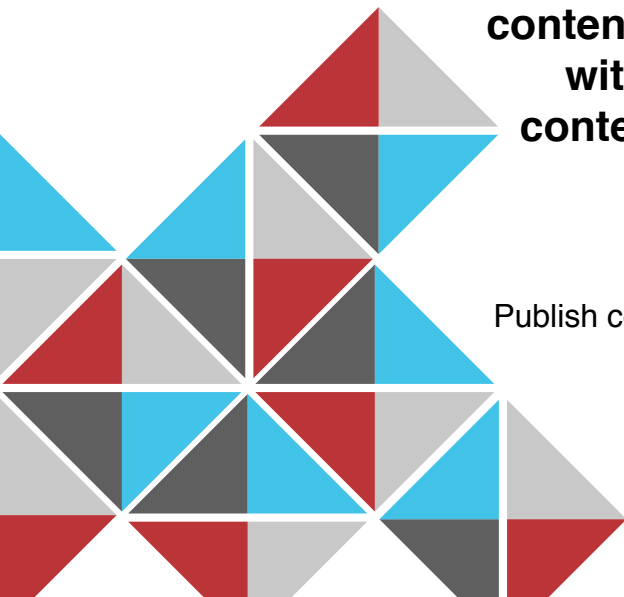
Tailor content published by Columbus Alive to appeal more to 18-23 year old millennials. Tailoring content can be altered relevant to primary research with findings concluding most popular areas of content include food, local events, entertainment, and lifestyle.

#### **Challenges**

Publish content relative to gender interest and using an appropriate tone.

#### **Budgeting**

Content is already established just needs tailoring.



# 3

## STRATEGY THREE

### RECREATE THE COLUMBUS ALIVE WEEKLY NEWSLETTER

November 21, 2016 | Columbus Alive Newsletter | Local News & Events

**THE LATEST**

**Concert Preview: Sundara Karma**  
British four-piece embarking on its first U.S. tour. Performing at A&R Bar at Monday, Nov 21st at 7pm.

**Sports Updates:**  
Blue Jackets manage to pull out a 2-1 win over the Washington Capitals, but not without Brad Dubinsky taking a puck in the face.

**New Eats: CoreLife Eatery**  
Featuring healthy ingredients that can be combined into salads, grain-based bowls or bone broth-based dishes. Opening Monday, Nov 21st at Polaris Towne Center.

**DIY: Cocktails for Less**  
Want that fancy cocktail without leaving your home and for a fraction of the cost? Find out how with these tasty DIY cocktails!

**More on The Latest**

**THIS WEEK'S TOP EVENTS**

**Columbus Young Professionals: Fall Wine Tasting**  
Camelot Cellars  
Tuesday, Nov 22nd  
6:00pm

**Beginner Rumba**  
Danceville U.S.A.  
Tuesday, Nov 22nd  
7:00pm

**Singo!**  
Hadley's Bar + Kitchen  
Wednesday, Nov 23rd  
8:00pm

**An Old Fashioned Thanksgiving in German Village**  
Juergens Bakery & Restaurant  
Thursday, Nov 24th  
1:00pm

**More Local Events**

**THIS WEEKEND'S TOP EVENTS**

**Odyssey Odissi**  
Abbey Theater  
Saturday, Nov 26th  
6:30pm

**Merry & Bright: Holiday Display and Lights**  
Franklin Park Conservatory  
Sunday, Nov 27th  
10am - 6pm

**Barb Wire Dolls Concert**  
The Basement  
Friday, Nov 25th  
7:00pm

**Michigan Wolverines against Ohio State Buckeye Football**  
The Ohio Stadium  
Saturday, Nov 26th  
12:00pm

**More Local Events**

**ROMWE 60% OFF YOUR FIRST ORDER**

**NEWEST COLUMBUS HITS** **CONNECT WITH US** **WANT FREE STUFF?**

Follow Columbus Alive on Spotify to stay up to date with local Columbus Music!

Click here to sign up to get free stuff from major companies by sharing your opinion!

#### Strength

The Columbus Alive newsletter is delivered to all subscribers with information pertaining to events happening in Columbus on Friday, Saturday, and Sunday of that week.

#### Threat

Other daily and weekly newsletters are taking precedence in consumers minds. Both focus group and individual interview respondents said they enjoy getting daily emails from resources such as theSkimm because of the short length and the convenience.

#### Timeline

Recommended changes to be completed one month following the start of the newsletter revamp project.





# STRATEGY THREE



## RECREATE THE COLUMBUS ALIVE WEEKLY NEWSLETTER

### STEP 1

**Recreate the layout of the current newsletter to make it more visually appealing, easier to read, and more stimulating.**

#### ***Challenges***

The newsletter will be longer and more comprehensive than before, so will require more time to construct the content each week.

#### ***Budgeting***

Little to no budgeting necessary due to in house content construction.

#### ***Measurement Objectives***

The amount of subscribers on the newsletter list and emails clicked open on a weekly basis will increase.

### STEP 2

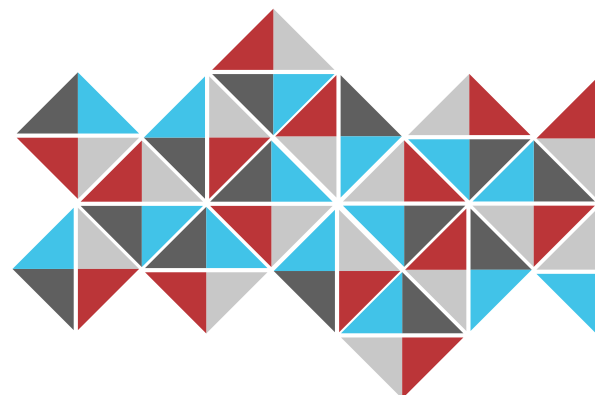
**Send out the newsletter starting on Monday morning instead of Thursday to encompass an entire view of the week instead of just the weekend.**

#### ***Challenges***

Ensure the newsletter mail list is up-to-date each week by Sunday to avoid missing subscriber opportunities.

#### ***Measurement Objectives***

The newsletter will be delivered on-time and consistent every week.





# 4

## STRATEGY 4

### ELEVATE SOCIAL MEDIA

**Be more active on social media through various channels, pay for content to be more seen, or simply leverage partnerships in a way that their content gets more views on social media.**

#### ***Weakness***

Columbus Alive has a lack of following on social media, which causes their brand image, recognizability, and overall effectiveness to suffer.

#### ***Opportunity***

83.33% of survey respondents say they find their news on social media, so by not being inherently present on social media causes The Dispatch Media Group, and specifically Columbus Alive to suffer.

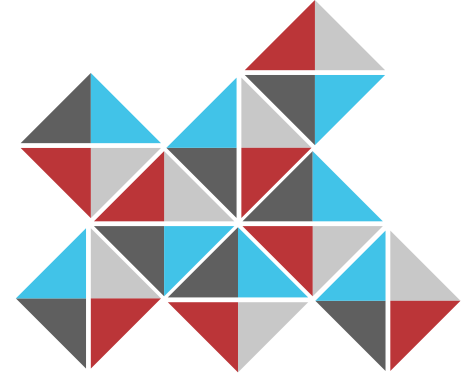
#### ***Timeline***

The boost of social media presence, partnership leverage, and efforts should be an ongoing, regular commitment effective immediately.



# STRATEGY 4

## ELEVATE SOCIAL MEDIA



### STEP 1

Leverage partnerships in order to utilize their social media channels and their consumer reach in a more beneficial way. One of DMG's major partnerships is OSU and should promote Columbus Alive through their own social media accounts by sharing, retweeting, reposting, etc. Columbus Alive's posts.

#### *Challenges*

Finding organizations and companies to share, retweet, and repost the social media postings of Columbus Alive.

#### *Measurement objective*

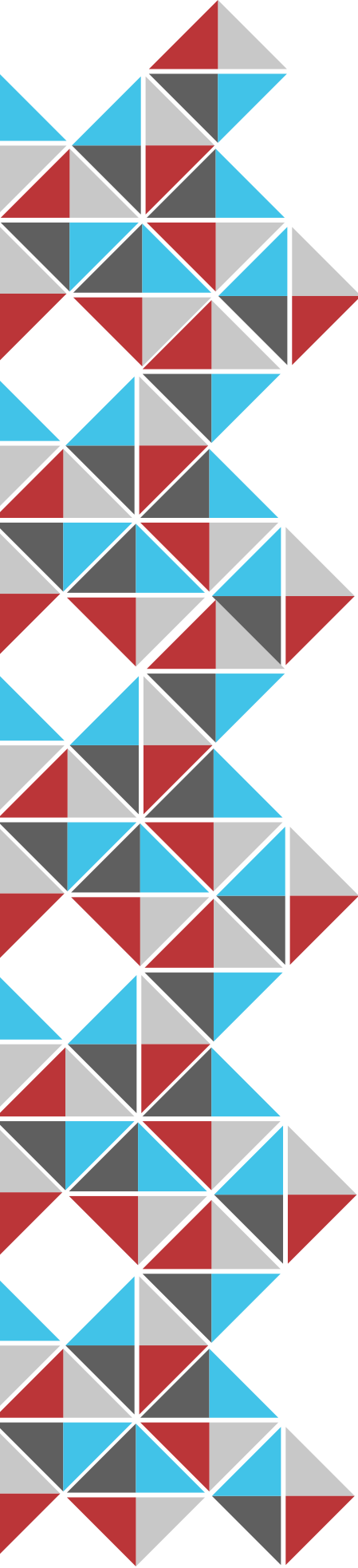
An increase of social media engagement such as likes and comments in any of the following channels. Below you can see social media statistics from both Columbus Alive and one of their competitors, Columbus Underground from November 20 through December 3 of 2016.



	Columbus Alive	Columbus Underground
Page Likes	39,575	70,179
Post Comments	92	33
Post Shares	20	1,770



**alive!**  
[www.columbusalive.com](http://www.columbusalive.com)



# 4

## STRATEGY 4

### ELEVATE SOCIAL MEDIA

#### STEP 2

**Make content visible to likely consumers through paid advertisements on social media outlets.**

##### ***Challenges***

Fully utilize social media advertisements such that benefits outweigh the cost. Another challenge includes ensuring advertisements invested in are appearing to the correct target audience.

##### ***Budgeting***

Advertising on Facebook includes options such as \$.05-\$1.00 per click ad, \$.50-.80 per like ad, one of two Facebook options of daily maximum budget or lifetime budget-ad.

##### ***Measurement objective***

Facebook has an 89% accuracy in publishing advertisements to the correct audience. The amount of Alive content consumed, shared, and website visits will increase.

#### STEP 3

**Columbus Alive should have presence on a multitude of social media outlets to allow content to reach a wider audience and become a familiar brand.**

##### ***Challenges***

The ability to publish and manage Columbus Alive content on many different social media outlets.

##### ***Measurement objective***

The amount of click through rates on social media and the number of shared posts will increase. The amount of social media platforms being utilized and connectedness to millennials will increase.

# MARKETING EXECUTION

## Google

### Search Engine Optimization

Through local optimization, hiring a SEO firm to optimize results costs on average \$750 per month<sup>54</sup>

### AdWords

An average small business advertising on Google spends an average between \$9,000 and \$10,000 per month<sup>54</sup>

## Social Media Analytics

### Facebook

Use targeted Facebook ads to attract the 18-23 year olds to sign up for a focus groups and in-person interviews as well as to sign up for the research panel mailing list. On average, Facebook pages spend \$0.25 to reach 1,000 people<sup>52</sup>

## Promotional Tables

Something we believe would be most effective in expanding our panel and increasing brand awareness of Columbus Alive would be through event marketing at various campus events around the city. These booths would offer the Columbus Alive name on the booth as well as various Columbus Alive promotional items available. These booths would also offer an opportunity to sign up for our research panel email list in order to be informed on upcoming studies. Listed below are some events that DMG could target students:

### The Ohio State University

Buckeye Frenzy (20,000)

### Capital University

Welcome Weekend-Experience Columbus Session (600\*)

### Columbus State University

WOW Fall 2016 Resource Fair (12,000\*)

### CCAD

Orientation (250\*)

### Total Reach

(per year) = 32,850

\*Denotes number based off undergraduate 1st year enrollment numbers rather than past event attendance numbers.

	Total Estimated Reach	Cost per Year	Total Cost (5 years)
Promotional Tables at College Events <sup>A</sup>	164,250	\$15,000	\$75,000
Adwords on Google <sup>B</sup>	145,000 <sup>54</sup>	\$58,000	\$290,000
Social Media Advertising <sup>52</sup>	192,000 <sup>53</sup>	\$48,000	\$240,000
Hire SEO Firm <sup>51</sup>	N/A	\$9,000	\$45,000
<b>Total</b>		<b>\$130,000<sup>C</sup></b>	<b>\$650,000</b>

A.- Estimated from taking 20% of remaining budget

B.- Estimated from taking 80% of remaining budget

C.- Estimated from budgeting 10% of Lextants current estimated annual revenue of 1.3 Million<sup>42</sup>

# OVERALL EVALUATION



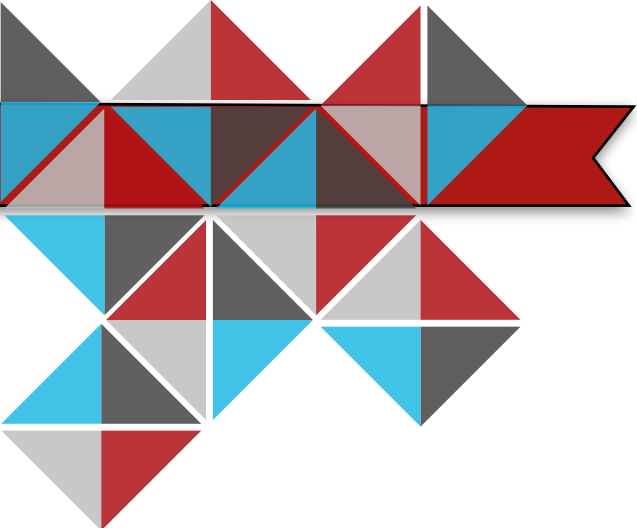
## PROS

- Developing a research panel would offer DMG a chance to develop relationships with other companies as well as to monetize the millennials who are disinterested in most DMG products.
- Refocusing the content of Columbus Alive will cost very little in resources and will help attract a younger demographic.
- Updating the Columbus Alive newsletter costs very little in resources and a good newsletter will help keep consumers engaged with the brand.
- Our strategies offer both changes to current products as well as involving a new industry in order to monetize millennials.

## CONS

- There are difficulties in acquiring a research company and an investment would have to be made.
- Changing the content of Columbus Alive may alienate current consumers of the publication if the changes do not align with their interests.
- Invoking a change in a company may invoke backlash among employees.



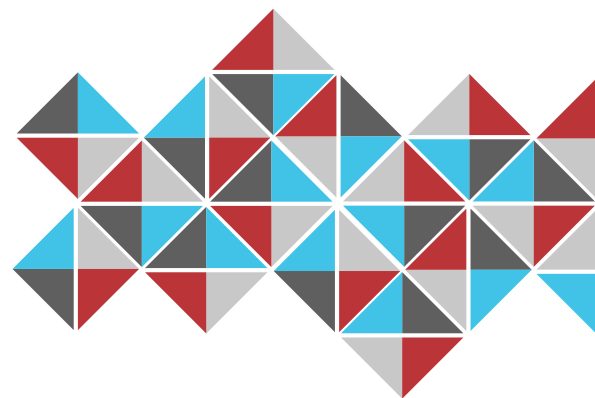


# CONCLUSION

The Dispatch Media Group reaches millions of Columbus residents every year through a plethora of content outlets. The objective to gain millennials aged 18-23 to engage with DMG content and provide opportunities to monetize from them has been covered and supported by secondary research, focus groups, individual interviews, and a conducted survey.

Columbus Alive is a current DMG publication targeted toward college-aged students. Based on millennial media habits and a clear differentiation between millennial market segments, strategies were provided to improve Columbus Alive. These strategies include a higher level of social media presence while utilizing partnerships, refocusing Columbus Alive content by rebranding content, and making adjustments within the Alive newsletter. Another strategy for The Dispatch Media Group to monetize millennials aged 18-23 is to create the largest collegiate research panel in the nation. This can be accomplished by acquiring a local market research firm and recruiting participants from the multitude of college and universities in greater Columbus region.

It has been an absolute pleasure to work with The Dispatch Media Group, and we hope the strategies and research findings provided are beneficial to the company as you move forward to obtain and monetize millennial consumers.





## EXHIBITS

- 23 Webpages
- 27 Newsletter

## SECONDARY RESEARCH

- 28 Works Cited

## PRIMARY RESEARCH

- 32 Survey
- 39 Focus Group
- 42 Individual Interviews





[HOME](#)
[TASTY](#)
[ENTERTAINMENT](#)
[LIFESTYLE](#)
[BEST OF COLUMBUS](#)
[FREE STUFF](#)
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## THE LATEST AND GREATEST



More for you



20 things to do the weekend of November 18

[Continue reading](#)



Concert preview: Mac Miller

[Continue reading](#)



Lifestyle: DIY Dorm Decorating and Craft Making

[Continue reading](#)

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Jumpin', Jumpin'   
 Destiny's Child   
 #ThrowbackThursday

1	Jumpin', Jumpin' Destiny's Child	3:50
2	One, Two Step Ciara, Missy Elliott	3:23
3	Party Up DMX	4:28
4	All That She Wants Ace of Base	3:31
5	Be My Lover La Bouche	4:00
6	This Is Your Night - Original Edit Amber	4:00
7	Wannabe - Radio Edit	2:53

See what's happening this month

November 2016						
Sun	Mon	Tu	Wed	Th	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			





HOME TASTY ENTERTAINMENT LIFESTYLE BEST OF COLUMBUS FREE STUFF CONTACT US

WHAT'S HAPPENING IN:

**Events**

Search Event

Search Category

Search by Location

**Search**

◀ **November 2016** ▶

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**Get Alive in your inbox!**

"What To Do This Weekend" is your weekly guide to the city's best music, movies, arts, and nightlife. Plus, you'll get the exclusive invitations to Alive events. Just sign up below.

Email

**Submit**

◀ **Events for November 30, 2016:** ▶

Tasty	Social	Haha	Artsy	Tunes
2:00	1:00	2:00	1:00	2:00
4:30	3:15	4:30	3:15	4:30
6:00	5:30	6:00	5:30	6:00
7:15	7:15	7:15	7:15	7:15
8:30	9:30	8:30	9:30	8:30





HOME TASTY ENTERTAINMENT LIFESTYLE BEST OF COLUMBUS FREE STUFF CONTACT US

QUOTE OF THE DAY: "MY FAVORITE THING TO DO TO HAVE FUN IS STAY AT HOME AND INVITE FRIENDS OVER."

ALL LIFE HACKS DIY HEALTH AND BEAUTY HOME IMPROVEMENT



**Millennials and Teens' 20 Top Holiday Wishlist Items**



**Is Snapchat the New TV?**



**What Old Shows are Young Viewers Bringing Back to Life?**



**How Young Consumers are Going Out to Eat, in 4 Charts**



HOME TASTY ENTERTAINMENT ▾ LIFESTYLE ▾ BEST OF COLUMBUS ▾ FREE STUFF CONTACT US

## WANT FREE STUFF?!

Are you interested in acquiring free stuff for your opinions?  
 Sign up below to participate in focus groups, testing new products, taking online surveys, and more!

Join today to be added to the largest millennial based research panel in Columbus and have your voice heard!

### PARTICIPANT FORM

First Name

Last Name

Email Address

Gender

Age

Zip Code



### ALREADY A MEMBER?

Login to view available studies

Username

Password



Partnership with **lexant**



November 21, 2016 | Columbus Alive Newsletter | Local News & Events

## THE LATEST

**Concert Preview: Sundara Karma**  
British four-piece embarking on its first U.S. tour. *Performing at A&R Bar at Monday, Nov 21st at 7pm.*



**New Eats: CoreLife Eatery**  
Featuring healthy ingredients that can be combined into salads, grain-based bowls or bone broth-based dishes. *Opening Monday, Nov 21st at Polaris Towne Center.*

**Sports Updates:**  
Blue Jackets manage to pull out a 2-1 win over the Washington Capitals, but not without Brad Dubinsky taking a puck in the face.



**DIY: Cocktails for Less**  
Want that fancy cocktail without leaving your home and for a fraction of the cost? Find out how with these tasty DIY cocktails!

[More on The Latest](#)

## THIS WEEK'S TOP EVENTS

**Columbus Young Professionals: Fall Wine Tasting**  
Camelot Cellars  
Tuesday, Nov 22nd  
6:00pm



**Singo!**  
Hadley's Bar + Kitchen  
Wednesday, Nov 23rd  
8:00pm

**Beginner Rumba**  
Danceville U.S.A  
Tuesday, Nov 22nd  
7:00pm



**An Old Fashioned Thanksgiving in German Village**  
Juergens Bakery & Restaurant  
Thursday, Nov 24th  
1:00pm

[More Local Events](#)

## THIS WEEKEND'S TOP EVENTS

**Odyssey Odissi**  
Abbey Theater  
Saturday, Nov 26th  
6:30pm



**Barb Wire Dolls Concert**  
The Basement  
Friday, Nov 25th  
7:00pm

**Merry & Bright: Holiday Display and Lights**  
Franlin Park Conservatory  
Sunday, Nov 27th  
10am - 6pm



**Michigan Wolverines against Ohio State Buckeye Football**  
The Ohio Stadium  
Saturday, Nov 26th  
12:00pm

[More Local Events](#)



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YOUR FIRST ORDER

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WANT FREE STUFF?

Follow **Columbus Alive** on Spotify to stay up to date with local Columbus Music!



**Click here** to sign up to get free stuff from major companies by sharing your opinion!

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**What is your age?**

**What is your highest level of education?**

**What is your current place of residence?**

**What is your gender?**

**Do you plan to reside in the Greater Columbus Area for at least the next 5 years?**

**Do you plan to reside in the Greater Columbus Area for at least the next 10 years?**

**What is the optimal amount of time you say you spend on a news source every day?**

**Who would you prefer to hear information from for each of the following content areas?**

- News
- Sports
- Opinion
- Lifestyle
- Entertainment/Events
- 

**Please indicate how likely you are to read information relating to the following content areas.**

- Politics
- Business
- Weather
- Local News
- College Sports
- Pro Sports
- Opinion
- Fashion
- Travel
- Local Events
- Entertainment
- Food
- Home and Garden

**Do you typically seek out specific news content or happen upon it?**

- Purposely seek out
- Happen upon it

**Do you spend more time reading local news or national news?**

- Local news
- National news
- Equal time

**I do not spend time reading either Which medium(s) do you get your news from?**

- Digital
- Print
- Video
- Podcast

**Which platform(s) do you get your news from?**

- Mobile
- Laptop/Desktop
- Tablet
- Television

**Research shows that millennials get news from multiple sources. Which sources do you get your news from? Check all that apply.**

- BuzzFeed
- Google/Yahoo
- CNN/FOX
- Social Media
- New York Times
- Huffington Post
- Other

**Which social media platform do you get your news from?**

- Facebook
- Instagram
- Twitter
- Snapchat
- LinkedIn
- YouTube
- Reddit
- Tumblr

# PRIMARY RESEARCH

## Survey

**Select all the points in the day you come across or seek out news related content.**

- Before you get out of bed
- While getting ready
- During transportation to work/class
- At work/in class
- Between commitments
- After work/after class
- Before going to bed

**Select any of the following activities you participate in on an average weekend or day off.**

- Visit a park
- Go to a concert
- Go to an art show or venue
- Go to a restaurant
- Go to a local festival or event
- Go see a movie in theaters

**How likely are you to pay for a subscription platform such as Netflix, Hulu, and Amazon?**

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely

**Which type of ads do you least prefer?**

- Video Ads
- Pop-ups
- Sponsored Articles
- Ad Banners on Websites

**Do you have an avoidance toward advertisements included in your news sources? (scale from 1-10)**

**Please indicate which of the following products offered by the Dispatch Media Group (DMG) you are familiar with and/or use regularly. Check all that apply.**

- Columbus Dispatch
- This Week
- Alive
- Columbus Parent
- The Bag
- Columbus CEO
- Columbus Monthly
- Columbus Home and Garden
- Columbus Wedding
- Buckeyextra
- BlueJacketsxtra
- I am not familiar with/use any products offered by DMG

**Do your parents read the Columbus Dispatch?**

- Yes
- No

**Based on the products listed above, would you be willing to pay for any of the content offered by DMG?**

- Yes, willing to pay
- Yes, willing to pay, but depends on content
- Yes, willing to pay, but depends on price
- No, not willing to pay

**Please indicate the price to which you would pay per month for a news source with various types of content either in a digital or print format. (scale from 1-20)**

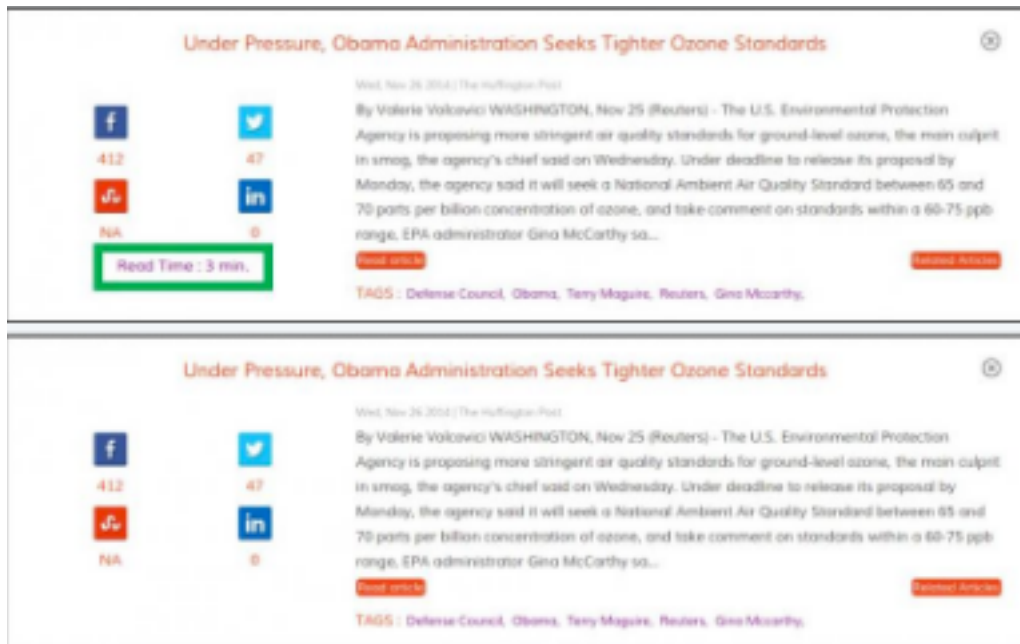
**Do you believe that news from the Columbus Dispatch is biased?**

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

Click on the area in the image that most interests you.



Choose which article you are more likely to read.



# PRIMARY RESEARCH *Survey*

Question 21: Check all that you are familiar with:

Table A

Question	Check all that apply		Total
Columbus Dispatch	100.00%	61	61
This Week	100.00%	28	28
Alive	100.00%	23	23
Columbus Parent	100.00%	8	8
The Bag	100.00%	5	5
Columbus CEO	100.00%	12	12
Columbus Monthly	100.00%	21	21
Columbus Home and Garden	100.00%	19	19
Columbus Wedding	100.00%	11	11
Buckeyextra	100.00%	8	8
BlueJacketsextra	100.00%	6	6
I am not familiar with/use any products offered by DMG	100.00%	9	9

Q9 - Please indicate how likely you are to read information relating to the following content areas.

Table B

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q23_5 - College Sports	77	1	5	2.38	1.415
Q23_6 - Pro Sports	77	1	5	3.01	1.535
Q23_7 - Opinion	77	1	5	2.79	1.030
Q23_8 - Fashion	78	1	5	2.79	1.418
Q23_9 - Travel	77	1	5	2.60	1.139
Q23_10 - Local Events	77	1	4	2.01	.786
Q23_11 - Entertainment	77	1	5	2.06	.951
Q23_12 - Food	77	1	5	1.92	.900
Q23_13 - Home and Garden	76	1	5	3.41	1.288
Q23_1 - Politics	78	1	5	2.40	1.085
Q23_2 - Business	77	1	5	2.99	1.153
Q23_3 - Weather	77	1	5	1.87	1.018
Q23_4 - Local News	77	1	5	2.23	1.025
Valid N (listwise)	76				

# PRIMARY RESEARCH *Survey*

Table C

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q23_1 - Politics	Purposely seek out	25	2.32	1.145	.229	1.85	2.79	1	5
	Happen upon it	53	2.43	1.065	.146	2.14	2.73	1	5
	Total	78	2.40	1.085	.123	2.15	2.64	1	5
Q23_2 - Business	Purposely seek out	25	2.64	1.150	.230	2.17	3.11	1	5
	Happen upon it	52	3.15	1.127	.156	2.84	3.47	1	5
	Total	77	2.99	1.153	.131	2.73	3.25	1	5
Q23_3 - Weather	Purposely seek out	25	1.68	.988	.198	1.27	2.09	1	5
	Happen upon it	52	1.96	1.028	.143	1.68	2.25	1	5
	Total	77	1.87	1.018	.116	1.64	2.10	1	5
Q23_4 - Local News	Purposely seek out	25	1.96	1.060	.212	1.52	2.40	1	5
	Happen upon it	52	2.37	.991	.137	2.09	2.64	1	5
	Total	77	2.23	1.025	.117	2.00	2.47	1	5
Q23_5 - College Sports	Purposely seek out	25	2.40	1.500	.300	1.78	3.02	1	5
	Happen upon it	52	2.37	1.387	.192	1.98	2.75	1	5
	Total	77	2.38	1.415	.161	2.06	2.70	1	5
Q23_6 - Pro Sports	Purposely seek out	25	2.76	1.615	.323	2.09	3.43	1	5
	Happen upon it	52	3.13	1.495	.207	2.72	3.55	1	5
	Total	77	3.01	1.535	.175	2.66	3.36	1	5
Q23_7 - Opinion	Purposely seek out	25	2.68	.852	.170	2.33	3.03	2	5
	Happen upon it	52	2.85	1.109	.154	2.54	3.16	1	5
	Total	77	2.79	1.030	.117	2.56	3.03	1	5
Q23_8 - Fashion	Purposely seek out	25	3.16	1.491	.298	2.54	3.78	1	5
	Happen upon it	53	2.62	1.362	.187	2.25	3.00	1	5
	Total	78	2.79	1.418	.161	2.48	3.11	1	5
Q23_9 - Travel	Purposely seek out	25	2.64	1.114	.223	2.18	3.10	1	5
	Happen upon it	52	2.58	1.161	.161	2.25	2.90	1	5
	Total	77	2.60	1.139	.130	2.34	2.86	1	5
Q23_10 - Local Events	Purposely seek out	25	1.96	.841	.168	1.61	2.31	1	4
	Happen upon it	52	2.04	.766	.106	1.83	2.25	1	4
	Total	77	2.01	.766	.090	1.83	2.19	1	4
Q23_11 - Entertainment	Purposely seek out	25	2.08	.997	.199	1.67	2.49	1	4
	Happen upon it	52	2.06	.938	.130	1.80	2.32	1	5
	Total	77	2.06	.951	.108	1.85	2.28	1	5
Q23_12 - Food	Purposely seek out	25	2.04	1.136	.227	1.57	2.51	1	5
	Happen upon it	52	1.87	.768	.106	1.65	2.08	1	4
	Total	77	1.92	.900	.103	1.72	2.13	1	5
Q23_13 - Home and Garden	Purposely seek out	24	3.13	1.191	.243	2.62	3.63	1	5
	Happen upon it	52	3.54	1.320	.183	3.17	3.91	1	5
	Total	76	3.41	1.288	.148	3.11	3.70	1	5

Table D

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Q25 - Select all the points in the day you come across or seek out news related c... Before you get out of bed	Between Groups	.026	1	.026	.115	.736
	Within Groups	17.307	76	.228		
	Total	17.333	77			
Q25 - Select all the points in the day you come across or seek out news related c... While getting ready	Between Groups	.342	1	.342	1.789	.185
	Within Groups	14.530	76	.191		
	Total	14.872	77			
Q25 - Select all the points in the day you come across or seek out news related c... During transportation to work/class	Between Groups	.001	1	.001	.002	.961
	Within Groups	19.179	76	.252		
	Total	19.179	77			
Q25 - Select all the points in the day you come across or seek out news related c... At work/in class	Between Groups	.737	1	.737	3.004	.087
	Within Groups	18.648	76	.245		
	Total	19.385	77			
Q25 - Select all the points in the day you come across or seek out news related c... Between commitments	Between Groups	.499	1	.499	2.731	.10
	Within Groups	13.873	76	.183		
	Total	14.372	77			
Q25 - Select all the points in the day you come across or seek out news related c... After work/after class	Between Groups	.769	1	.769	3.305	.073
	Within Groups	17.692	76	.233		
	Total	18.462	77			
Q25 - Select all the points in the day you come across or seek out news related c... Before going to bed	Between Groups	.000	1	.000	.003	.960
	Within Groups	14.371	76	.189		
	Total	14.372	77			

# PRIMARY RESEARCH

## Focus Group

### Focus Group 1: Michael and Jaimee

- Amy Kalinsky - Female, 4th year, Marketing and International Business
- Tom Wimer - Male, 4th year, Accounting
- Liz Nudeck - Female, 2nd year, Environmental Engineering
- Senay Daniel - Male, 3rd year, Information Systems
- Ogonna Ononye - Female, 1st year grad student, Bachelor's Degree in Journalism, and studying public health

### Focus Group 2: Dena and Jen

- Annie Shew - Female, 4th year, Biology
- Alex Hamm - Female, 4th year, Pharmaceutical Science
- Brady Costigan - 3rd year, Linguistics
- Kyle Armour - 4th year, Accounting
- Scott Meyer - 4th year, Environmental Science

### Focus Group 3: Danielle and Lauren

- John Nader - Male, 3rd year, Finance and Biology
- Andrea Randall - Female, 3rd year, Accounting and Economics
- Markus Mirandilla - Male, 3rd year, Nursing

### Focus Group Questions

- What types of content are millennials interested in reading and is there an optimal length for these types of content that keep millennials engaged?
- What kind of content are you most interested in reading? If prompt is needed provide examples such as: Lifestyle, Politics, Sport, etc.
- How long do you spend reading these topics you are interested in?
- Millennials are shown to have very short attention spans. What content grabs your attention and keeps it?
- What are specific reasons why you would completely disregard a piece of content?
- Do you prefer information to be provided in summaries or in-depth content?
- Do you prefer to get news from video content or text?
- Have millennials heard of the DMG or their products?
- Do you use content offered by DMG including The Columbus Dispatch?
- Which DMG products do you use most often? Why?
- What image do you form when you hear DMG or their products?
- What products do you know or think they offer?
- What types of media content are millennials paying for now, and what is their motivation in doing so?
- Are you paying for any forms of media currently? Why/ Why not? If so, which ones?
- What value do you gain associated to the media content you purchaser?
- Is there a form of media content you would use if you did not have to purchase a subscription?
- Who is the average millennial and what does their "normal" media consumption look like?
- What does your daily life look like?
- What are your most used applications (apps)?
- What content are you consuming while using your most used apps?
- What platforms do you come into contact with news?



## Focus Group Questions

Explain what explorers and unattached are and ask what they think they fall under:

Unattached (18-24yr) 34%

- Get info by bumping into it
- Not started families or careers yet
- Online tendencies toward friends, school, job hunting
- < 1 in 3 pay for digital or print
- Community and world news not central to their lives
- Go online for entertainment, games, movies, music, etc
- ½ keep up with what is going on in the world including options outside their own social media

Explorers (18-24yr) 16%

- Actively seek out news and info
- Similar in demographics to 'unattached' group (no families or careers)
- Interested in news and more actively pursuing it online
- Follow current news
- Use internet and social media to gather into

## Insights

### Content

- Millennials have a wide variety of interests including political journalism, entertainment, local news, and national news
- Due to limitless news sources and high accessibility, millennials factor article organization, visual appeal, and use of images when deciding which ones to read.
- Millennials prefer to have summaries and have the option of reading the in-depth version of articles in they so choose

### Time Spent

- Most of the participants do not like to read too in-depth and prefer to just skim major points.
- Average time reading news per day was said to be between thirty minutes to an hour per day sporadically throughout the day.
- Points of contact with media are at free times in the day such as when they wake up, on the way to class, or waiting for something to start.

# PRIMARY RESEARCH

## *Focus Group*

### Monetize Content

- The focus group participants currently pay for Wall Street Journal, Columbus Dispatch, Cincinnati Inquirer, sports apps such as NHL, media apps such as Spotify, and entertainment sources such as Netflix.
- They pay for these sources for convenience and customization.

### Media Platforms

- Millennials use a variety of social media platforms in their daily lives.
- Snapchat is popular in this target audience and effectively distributes news stories, but lacks credibility to some
- People tend to consume political news primarily from organizations with similar views
- Phones are used for everything, laptops for work, tablets for higher quality video, and television (rarely used) is for longer content.

### View of themselves

- Five participants were “unattached” and did not regularly seek out news. They viewed content based on mood and interest in entertainment.
- Four participants were explorers and actively seek out information. These participants are active on social media, read a lot more news and repost, and have a genuine interest on what is going on in the world.
- One participant was a mixture of both types.

## **Format**

Participants: 12

- Marie Force - Female, Age:18, No High School Diploma
- Reynard Lambert - Male, Age:18, No High School Diploma
- Alaina Guagenti - Female, Age: 18, No High School Diploma
- Kacey Cousineau - Female, Age: 19, Some college
- Maria Lewis - Female, Age: 20, Some College
- Luis Garcia - Male, Age: 21, High School Diploma
- Michael Capilupi - Male, Age: 21, Some college
- Jake Henson - Male, Age: 21, Some College
- Brian Dennis - Male, Age: 22, High School Diploma
- Candice Jodoin - Female, Age: 22, Some College
- Alexander Paquet, Age 22, Some College
- Annie Thrower, Age 22, Some College

## **Individual Interview Questions**

- What do you like and dislike about the dispatch website? What do you like/dislike about Netflix website? What do you like/dislike Buzzfeed?
- Would you be interested in following reporters of Columbus Alive? Or Dispatch on a Dispatch snapchat? Executives are interested in snapchat. How can they utilize this platform?
- What causes are you involved with? Would you be interested in know more about volunteer opportunities around columbus? What causes would you like to be more invested in?
- How can Dispatch use social media in a more effective way?
- What brands do millennials look for that The Dispatch could use?
- What is the best way to get this content to people?(channel)
- Should dispatch determine behavior of viewers/subscribers and base content offered off of that?
- Where do you find out about local events happening in Columbus? Do you care to do what is happening around Columbus? Would you care to have better deals on local Columbus happenings?
- What makes you choose a specific brand?

# PRIMARY RESEARCH

## *Individual Interviews*

### Insights

#### Columbus Dispatch

- Themes on the Columbus Dispatch website include not visually appealing to this target audience, poorly organized, and too much information on the homepage.
- Respondents critiques include no consistency in the size of font on the homepage, little focus on webpage imagery, the small, blue-colored category markers were easy to miss.
- The takeaways from the critiques include perceived unprofessionalism, innumerable article lines without any visual support, and an unwelcoming feel to the homepage in an impenetrable text block.
- Less content immediately on the homepage with more noticeable genre markers would make the space more user friendly
- 2 individuals enjoyed clickbait and 10 individuals do not enjoy clickbait
- 75% of the individual interviews said the Columbus Dispatch needs to start researching the behaviors and preferences of millennials to better connect with them.

#### Netflix - Website with the highest amount of our focus group participants as subscribers

- People like Netflix's ability to be convenient and customizable.
  - Convenience factors: aggregation of content from various providers and accessibility of the content across multiple platforms.
  - Customization factors: recommended content category based off of a user's Previously Watched.
- Interviewees stated they liked the aesthetic of the Netflix website and how it is visually captivating.

#### Buzzfeed - Source most popular among focus group participants for engaging content

- Millennials age 18-23 see BuzzFeed as a provider of highly engaging and interactive content because they feel it is tailored to their interests and hobbies.
- They appreciate how the content is diversified across pop culture, informative articles, and national news. The interactive quizzes and games are also something that they like to share with friends.
- BuzzFeed is the provider that first comes to mind in regards to millennial-targeted content that is seamlessly integrated into the social media experience (e.g. Facebook).
- As for the website design, they enjoyed the balance between pictures and text, as well as video stories and article-based.

## **Insights**

### Partnerships

- Respondents said they would be interested in getting discounts through DMG through partnerships with other brands.
- Partnership ideas were Homage, Anthropologie, Nike, Nationwide Arena, the Columbus Crew, and the Short North Alliance

### Brand Loyalty

- We found that respondents base their brand decision off of factors such as reviews, prices, quality of the products or content the brand has to offer, as well as how popular the brand is.

### Social Media

- Respondents use platforms such as Facebook, Twitter, Instagram, and Snapchat to not only stay connected with their family and friends, but also to engage with small companies, big corporations, and non-profit organizations.
- Respondents would not be inclined to follow the account and a brand ambassador wouldn't change their decision.

### Volunteer Opportunities

- Various respondents said one thing Columbus Dispatch could do that would attract their age group is to highlight community service/volunteer opportunities in the area.

