

HOW CAN WE HELP YOU?  
Improve your  
content & DJ's

## MEET YOUR LISTENERS

i F O C U S

GET IMMEDIATE INSIGHTS WITH MAXIMUM EFFECT!

### Right questions for better content!

When you want to dig deeper into the quality of your brand, content or DJ's, Brand Support iFocus gives you answers to many crucial questions for the success of your radio station.



### Find out what the audience really thinks

Your DJs might think they are funny. Your production might love the new sound elements. And you might be excited about the latest on-air promotion. But how do listeners perceive these things? iFocus will give you clear answers to those questions and get your team 'out of the bubble'!



### Ideal for optimizing the format execution

You've done the strategic surveys and know what you have to do. iFocus helps you to identify where your execution is not being perceived by the audience in the way you want it to!



### What is iFocus?

iFocus is our unique tool where we have paired classic focus groups with the Real-Time-Response (RTR) content testing. RTR helps us to ask smarter questions and make the insight you get from focus groups even better.

#### FOCUS GROUP

From 6 to 10 carefully selected listeners are guided through the discussion about your program. You get deep insight into how listeners perceive your program, what they notice, love or hate.

#### RTR

During the focus group participants will listen to audios and give us second-by-second feedback with our iPod RTR tool to the quality of your content.

### What answers does iFocus provide?

#### WHAT IS THE CORE APPEAL OF YOUR STATION?

How do listeners perceive your radio station in general?

#### QUALITY OF THE MORNING SHOW

What are the strengths and weaknesses of your morning show? How is the team spirit?

#### POPULARITY OF YOUR DJs

How much do your listeners like your DJs? What do they love about them and what bothers them?

#### LISTENING HABITS

When do listeners really listen? When do they stop listening? Is it about things on air being boring, too long, or just not relevant?

Getting unfiltered feedback from your audience is always exciting and enlightening. Brand Support iFocus delivers insights that lead to clear measures and a program improvement listeners can immediately hear.

### Why Brand Support?

#### EXPERIENCE AND RESULTS

You won't find a focus group moderator in Europe with deeper radio knowledge that has moderated more groups on radio than our specialist for this, Jochen Lukas

#### MORE THAN JUST FOCUS GROUP!

iFocus is unique as we paired all the benefits of the focus groups with RTR (real-time-response) content testing. This gives as much better understanding of the findings, and makes us ask smarter questions - for better results!

#### RTR CONTENT TESTING AVAILABLE ONLINE

Real-Time-Response (RTR) content testing is also available separately. Now you can run more checks on your program elements when you need to see quickly if they are working or not! Just ask your listeners online.

#### CRYSTAL-CLEAR RECOMMENDATIONS

After the iFocus sessions that you will get recommendations that you can directly use to improve the quality of your program!

Let's talk

Contact us and we will show you how iFocus can improve your content and your DJ's.

CONTACT US