

# Southern Cross Austereo

## How Southern Cross Austereo drives growth and business value through insight

### About Southern Cross Austereo

Led by the Triple M and the Hit Networks, Southern Cross Austereo (SCA) owns 78 radio stations across metropolitan and regional Australia and represents an additional 34 regional radio stations. Broadcasting 86 free to air TV signals in regional Australia, SCA cumulatively connects with up to 95 percent of Australians every week through free-to-air TV stations, national radio networks, and digital assets.

With increased saturation in the market, SCA has shifted its focus on ensuring content cuts through the noise by bringing the voice of its audience to the centre of decision-making. Across five insight communities, SCA has been able to measure brand awareness, shifts in perception and generate actionable insight to safeguard investments from third-party advertisers. By monetising insight from their communities, SCA saw over \$15 million in revenue in 2017.

**Over \$15m**  
in ad revenue  
in 2017

**18 point**  
increase in  
NPS for the Hit  
Network

**12 teams**  
leverage  
community  
insight

**\$3m**  
in research  
savings per  
year

### Finding the signal in the noise

With increased saturation in the market and unparalleled avenues of communication available, Southern Cross Austereo (SCA) recognised the need to deliver content that resonated with target audiences and allowed advertisers to get the most out of each channel. With one of SCA's core focuses to understand the attitudes, emotions and interests of their audience beyond a transactional level, SCA established five communities, engaging both regional and metropolitan listeners across 78 member groups, totalling over 123,000 members. With over 12 internal teams leveraging community insight, community members continually influence music, marketing, content, and advertising across the business.

### Monetising insight for advertising revenue

SCA supports advertising spend by testing all stages of the campaign process within the communities - from conducting market, industry and consumer studies to creative testing, brand tracking and campaign effectiveness studies. In one example, SCA research undertook a perceptual study for an insurance client to understand path-to-purchase as well as the barriers to the brand. With insight from the community highlighting a mismatch between brand awareness and brand understanding, the insurance brand was able to tweak its messaging and strategy to create a better brand connection. As soon as the campaign went live, SCA iterated market perception in real-time, tracking community responses to the campaign

## Why is Platform One SCA's secret weapon?

- Deliver audience focused content to keep a finger on the pulse of evolving interests
- Tap into hard to reach audiences, across multiple radio networks
- Fine-tune advertisements in real-time with iterative customer conversations after launch



and measuring corresponding shifts in audience sentiment. Across five insight communities, SCA has developed a unique methodology for measuring brand awareness, perception movements and actionable outcomes created by advertising in any main media. By monetising insight generated from its communities, SCA accrued \$600,000 brought in by the insurance campaign, contributing to an overall revenue generation of over \$15 million in 2017.

## Predicting trends and boosting customer experiences

To keep on pulse of music preferences, SCA leverages 78 member segments to ensure each station continuously delivers music in line with current trends. SCA engages listeners on a weekly basis to understand sentiment around the top 25 song hooks in rotation. By gaining feedback in real-time, music directors use weekly community insight to ensure the right songs stay in rotation and the wrong ones are taken out of the mix. In this way, SCA has created a virtuous cycle of loyal listeners, ensuring they deliver their customers the music they like, recommended by them. Continuously engaging listeners and responding in real-time has seen a significant impact on the Net Promoter Score (NPS) of two of SCA's most popular radio stations, Triple M Network and the Hit Network. Triple M NPS increased by 5.7 points and the Hit increased by 18 points.

The single biggest driver of success for us is around insight-led ideation- the insight we gather from our communities is critical for us to go back to advertisers with genuine customer solutions.

- Brian Gallagher,  
Chief Sales Officer

[Request a demo at info@platform1.cx](mailto:info@platform1.cx)

Platform One is a global tech and market research company with a specific focus on human experience ("HX"). We help our clients realise their potential by understanding & predicting human behaviour, enabling them to build better products, provide superior services, and deliver exceptional human experiences ("HX"). Our approach & philosophy is SwaS - Solutions with a Service, combining the latest technologies and innovative research methodologies with brilliant thinking to help deliver real business outcomes.