# CASE STUDY GUIDE

# AUDIENCE BUILDING

*(Focus: Successful digital audience growth campaign for film/series/content)*

**Section1: Introduction**

1. Can you describe your role in the development and execution of this digital audience-building campaign?
2. Can you briefly describe the film/series and the campaign you implemented around it?
3. What was the main goal of the campaign (e.g., awareness, engagement, monetisation, retention)?

    - How did the idea for the campaign emerge and evolve over time?
    - What audience challenge or opportunity were you trying to respond to?
    - How did you define success for this campaign at the beginning?

**Section 2: Strategy & design**

4. How was the audience-building strategy developed for this campaign?
5. What informed your choice of platforms (e.g., Instagram, YouTube, TikTok, TV, influencer channels)?

    - How did you define and segment your target audience?
    - How did storytelling or branding shape your campaign design?
    - What role did audience insights or data play in shaping the strategy?
    - How did you decide on campaign timing and content rollout structure?

**Section 3: Implementation & Engagement**

6. How did you implement the campaign across different platforms?

    - How did you use social media to build anticipation or engagement?
    - What types of content (e.g., trailers, behind-the-scenes, influencer content) were most effective?
    - How did you engage audiences in real time during the campaign?
    - How did you encourage audience participation or sharing?
    - How did collaboration with influencers, fans, or communities contribute?

**Section 4: Audience Growth & Behaviour**

7. How did the campaign influence audience growth or engagement?

- What changes did you observe in audience size, retention, or loyalty?
- Which platforms or content types drove the strongest engagement?
- How did audiences respond emotionally or behaviourally to the campaign?
- Did the campaign attract new audiences or deepen existing ones?

**Section 4: Monetization & Value Creation**

8. How did audience engagement translate into value or revenue?
    - Did the campaign contribute to monetization (subscriptions, ticket sales, brand deals)?
    - How did audience growth influence commercial opportunities?
    - What role did brand partnerships or sponsorships play?

**Section 5: Challenges & Limitations**

9. What challenges did you face in executing this digital campaign?
    - What barriers limited audience reach or engagement?
    - Were there platform, budget, or algorithm-related constraints?
    - What did not work as expected during the campaign?

**Sector 6: Lessons and Recommendation**

10. What were the key lessons from this campaign?
    - What would you do differently in future audience-building campaigns?
    - What strategies were most effective in driving engagement?
    - How can this model be scaled or replicated for other films or markets?
- What would strengthen digital audience building in African film ecosystems?

11. Any other additional insights you might be having