

Primary Research Findings Report

Brand: Tubi

Target: Black Americans in their early 30s

Course: ADV3411 Multicultural Advertising

Group Members: Hayden Leslie, Christina Blanco, Reagan Collins, Emma Ciocon, Robert Horne

Design Sample

- Interview #1: Shoshanna
 - [interview_1.m4a](#)
- Interview #2: Aisha
 - <https://drive.google.com/file/d/1iAeXMpx8ItNt6H2Qx9pXMf67D3NgFV4A/view?usp=sharing>
- Interview #3: Lenard
 - https://drive.google.com/file/d/1IMoTsRZ6AlxO4_VtVgLAM0lgbJeTTHfk/view?usp=sharing
- Interview #4: Kyeshah Hines
 - https://drive.google.com/file/d/1esUBm7mUO6M8tq0m8aahZlykU86TAtMo/view?usp=share_link

Final Synthesis

Common Themes Across Interviews

- It seemed most people knew about Tubi, but were not active users, but might have seen it once or twice through friends or family who use the platform.
- Most interviewees had heard about Tubi, but did not know Tubi was free.
- Views Tubi as a low-budget platform with low-quality content on it, and did not know about Tubi's popular and recognizable content.
- Interviewees all mentioned being highly family-oriented and deeply care about being there for their family.
- Social media plays a major role in discovery. Platforms like TikTok, Instagram, and Facebook help people discover trending shows and recommendations.
- Streaming services are seen as content libraries rather than as brands, so users tend to switch platforms when specific movies or TV shows are on a different platform.
- Recommendations influence viewing behavior. Word of mouth and platform recommendations strongly influence what people watch.

Key Insights

- Most interviewees said that they would have at least tried Tubi themselves had they known the platform was free.
- Tubi suffers from a brand perception problem. Many participants assume the platform contains low-quality content without actually using it.
- Consumers have limited time and want convenient entertainment. Streaming is usually used for quick relaxation, meaning platforms must make content easy to find.
- Relatable and culturally relevant content increases engagement. Shows that reflect personal experiences, communities, or identities attract stronger interest.

Opportunities for Tubi

- Emphasize the “free streaming” message in advertising. Clear messaging about cost could attract price-conscious viewers.

- Promote trending or exclusive shows. Content that people are actively talking about increases curiosity and engagement. Promoting specific content showcases the streaming library Tubi offers.
- Promoting Tubi has family shows to watch with your kids.
- Leverage social media, advertising and clips on TikTok, Instagram, and Facebook could drive awareness and show real examples of popular content

Interview #1

Culture and Identity

- Places great value on brands and media that practice diversity and inclusivity
- Responds favorably to brands that are “open to everyone” and are representative of various groups
- Being an adult, actively searches for content with people who look like her and embody her own experiences
- Cares about relatability, wants to see real-life experiences and identities displayed in the media

What They Care About

- Relaxation and personal downtime are very important after a long day, especially being a working mother
- Entertainment is a leisure activity that is mainly used as a way to unwind and catch a mental break
- Prioritizes affordability and does not wish to spend too much on streaming services
- Appreciates content that is convenient and accessible

Relationship with Streaming

- Utilizes multiple platforms, such as Netflix, Hulu, Peacock, Disney+, Apple TV, and Crunchyroll
- Platform choice is dependent on the content, rather than commitment to the brand
 - “Whatever platform it’s on is where I go to.”
- Will actively look for where to watch something in particular, similar to Google search behavior
- Streaming is a daily aspect and a fundamental part of the regimen

Daily Life Integration

- Streaming is a key part of downtime and every day routine
- Watches TV
 - After work
 - After putting their kid to bed
 - During breaks or spare time
- Explains it as: “My downtime”, “It’s mindless. I kind of just sit and watch it.”

Perception of Tubi

- Aware of Tubi, however, has not utilized or downloaded it ever
- Highly negative perception:
- Ties Tubi with a low budget or not high-quality content
- “Bad stuff was on there... low-budget movies.”
- Not a high priority in comparison to other dominant platforms
- Confusion about the pricing aspects, originally believed it to be paid

Engagement Behavior

- Finds content mainly through:
 - Word of mouth from friends or coworkers
 - Social media platforms, particularly Facebook
 - Platform recommendations, such as the “you might like” section
- Does not remember seeing strong advertising for Tubi
- Would have a response to:
 - Excitement around/people conversing about a show
 - Content that is exclusive

Attitudes Towards Ads vs. Subscription

- Would rather have an ad-free experience; however, they do not want to pay for it
- At the moment, it uses versions that are ad-supported
- Views ads as:
 - Helpful at times
 - Occasionally disruptive

What Would Make Them Use Tubi:

- Knowing that it is free
- Stronger advertising and awareness
- Clear display of high-quality content
- Shows that are deemed exclusive and/or trending

Key Quote

- “I’m looking for people that look like me while I’m watching things.”

Observations

- Participant is in the habit of regularly streaming behavior, and this is an essential part of their daily routine
- Is not emotionally connected to the platforms, but has a strong alignment with the content
- Perception of Tubi is shaped by past reputation and not present experience
- Significantly swayed by social proof, so what the people around her are watching/discussing
- Representation is important, but not if it compromises the entertainment value

Interview #2

Culture and Identity

- Extremely family-oriented, as identity revolves around
 - Being a parent
 - Development in career as a teacher
 - Pursuing education in a master's program
- Finds a middle ground between valuing family, career, and finances
- Decisions are heavily grounded in cultural and personal values, and stay away from content or platforms that are very political or considered controversial
- More open and connected with a tighter circle as opposed to a larger public

What They Care About

- Family is prioritized first on line, as child and marriage override everything else
- Progressing in career and education
- Being financially stable and achieving financial stability in finances
- Unwinding and relaxing during minimal downtime

Relationship with Streaming

- Main platforms include:

- Netflix (primary)
- YouTube
- Hulu, Peacock, Tubi (sometimes)
- Is not loyal to certain platforms, as content is the leading influence
- “I’m more worried about what’s on it.”
- Utilizes streaming:
 - Unwinding/rest time
 - Background entertainment/distraction
 - Bonding time with family

Daily Life Integration

- Streaming is an aspect of limited spare time
- Used to:
 - Decompress after coming home from work
 - Spend time at home
- Juggles with other priorities, including child, job, and education

Perception of Tubi

- Aware of Tubi and is somewhat exposed to it
- Associates it mainly with:
 - Original content
 - Not versed in the full catalog
- A perception gap exists because the participant is aware that it exists, but overlooks it to be seen as a main platform

Engagement Behavior

- Finds content through the means of:
 - Social media platforms, in particular Instagram
 - Content that is currently trending
 - Platform rankings, such as “Top 5.”
 - Recommendations from reliable sources
- “If I keep seeing it, then I’ll probably be like, okay, maybe I should give this a shot.”
- Thinks in a shopper-like mindset when trying to look around:
 - Begins with genre

- After that, skim through the trending content

Attitudes Towards Ads vs. Subscription

- Fine with ads if it is cost-effective
- Decisions are heavily based on a financial mindset

What Would Make Them Use Tubi

- More content coordinated with:
 - Preferred genres, like documentaries and true crime
 - Names that are familiar or nostalgic
- More boosted and better promotion of
 - Recognizable content that is currently in place
 - Not limited to original/unrenowned content

How Nostalgia and Content Preferences Play a Role

- High fondness for content that is rewatchable and nostalgic
- Examples consist of the following:
 - Sister Act
 - Waiting to Exhale
 - The Color Purple

Influencer and Advertising Impact

- Lack of trust/suspicion in influencer promotions, but is aware of paid sponsorships
- Stronger positive response to:
 - Authentic recommendations from trusted sources
 - Real experiences as opposed to prearranged ads
- “If it feels like an ad, I would just skip it.”

Key Quote

- “I usually start with genre ... if it’s not in the genre I want, I probably don’t want to watch it.”

Observations

- Someone who makes grounded choices based on logic (concerned with time and money)
- Present decisions are intentional and goal-driven, not just casually looking around

- Extremely dependent on
 - Habit
 - Familiarity
 - Trustworthy sources
- Less swayed by branding and more shaped by functionality and relevance
- Does not dismiss Tubi, however, but it is not compelling enough to be high on the watch list

Interview #3

Culture and Identity

- Career and family oriented,
 - Coworkers can be like a second family, important to get along with them and enjoy work
 - He has nieces and nephews that he adores, and familial support is highly valued
 - Also important to maintain healthy habits
- Prioritizes turning off devices, “There's time you have to turn it all off and turn off devices,” when at home to work on personal projects (woodworking, etc.)
- Enjoys traveling to different places, passionate vacationer, content consumption influenced by this trait
- Helps the family when possible with his various skills, such as woodworking, and is very family-oriented

What They Care About

- Networking was mentioned a few times; the interviewee stressed maintaining healthy relationships and building new ones in order to both be involved with the community and also to network for future needs or projects.
- Social responsibility and community involvement are very important to give back

- Seeks representation in the products/services he purchases/participates in. i.e., if he is in a restaurant, he wants some form of self-representation reflected in that restaurant

Relationship with Streaming

- Main platforms include:
 - Youtube Premium
 - Amazon Prime
 - Previously owned Sling
- Primarily engages with YouTube, watches content related to projects he is working on or could work on, and vacation videos
- Also engages with podcasts on YouTube
- Enjoys informative content across the board as his main form of media consumption

Perception of Tubi

- Does not personally use Tubi but knows friends who currently use it
- Frequently sees ads for Tubi on other platforms during adbreaks that feature movies and TV shows from Tubi
- Saw Tubi as an Ad-Free subscription-based service prior to the interview

Engagement Behavior

- Finds content through the means of:
 - Recommendations from friends/family
 - Platform recommendations for TV/Movies
 - Personal interest in projects/vacations
- Specific and consistent in content consumption, watches mainly to get ideas for projects or vacations
- Will watch recommendations from friends and family, and will also watch popular shows/movies recommended by a platform
- Binger, once an interviewee starts a show/ movie series, they will likely binge the entire season
- Unfamiliar with Tubi as a whole, aside from advertisements he's seen on other platforms

Key Quote

- "I didn't know that, and I did care. I did not ask my friends that use it (Tubi) because I assumed that they were paying for it as well." Lenard, 20:28

Observations

- Interviewee commented that he most likely would have engaged with Tubi had he known it was a free platform, which was not conveyed in the advertisements he had seen thus far
- Not a big media consumer, it became apparent early on in the interview that he is more “hands-on” and tries to turn off his devices when possible in his free time
- Acts on advertisements when a product/service is something that interests or is of value to him, and would most likely engage with Tubi had it been conveyed in advertisements that it was a free platform

Interview #4

Culture and Identity

- Career-driven educator working as a school counselor and teacher while continuing her own education
- Values family, faith, and personal growth; she sees these as central parts of her identity
- Prioritizes wellness and balance, partakes in many hobbies such as ballet classes, reading, and travel
- Regularly attends church services, highlighting the importance of faith in her life
- Enjoys social media and staying connected to online conversations, mostly on TikTok and Instagram
- Feels a strong connection to media that reflects her experiences, especially stories about women, educators, or black communities

What They Care About

- Family is a big priority and influences many of her decisions and lifestyle choices
- Focuses on personal wellness and self-improvement
- Cares about representation and inclusivity in media and brands (supporting black creators)
- Brands should align with her personal values and avoid harming minorities

- Not always a fully conscious consumer, but public controversies from brands impact her purchasing behavior

Relationship with Streaming

- Does not consider herself a frequent TV watcher and has limited subscriptions to streaming services
- Most streaming comes from shared family accounts (Netflix and HBO Max)
- Occasionally watches Hulu and other services, depending on recommendations
- Chooses what to watch based on specific shows rather than loyalty to a streaming platform
- Streaming usage is influenced by family recommendations or trending content

Perception of Tubi

- Familiar with the platform, but has never used it
- Associates Tubi with low-budget or low-quality content, describing it as “bootleg” TV
- Perception mainly comes from social media jokes and online conversations (not personal experience)
- Unaware that Tubi is a free streaming platform, highlighting the lack of awareness about the service's value proposition

Engagement Behavior

- Discovers entertainment recommendations through TikTok and Instagram
- Also influenced by family recommendations
- More likely to trust everyday consumer opinions or organic content rather than influencers
- Interested in shows that feel relatable or connected to her life experiences (Ginny and Georgia, Abbot Elementary, Insecure, etc.)
- Would potentially try Tubi if she saw compelling shows advertised on social media

Key Quote

- “I've heard of it, but the first thing that comes to mind is, like, kind of, like, Do you guys know the term, like, bootleg? Like, it's like, fake TV, like, it's like a low budget, like, not really, like produced well, like, kind of, like bad writing, like, kind of, like a knockoff of regular TV. I've never seen anything on it. It's just the first thing that comes to mind.” Kyeshah, 8:37

Observations

- Unfavorable perception despite a lack of firsthand experience with the platform
- Awareness gap around Tubi's free streaming positioning
- Content relatability and representation play a big role in whether she engages with media
- Social media is the primary discovery channel for her
- Changing her perception may require repositioning Tubi as having high-quality content and being relatable to black consumers on social media

Appendix

Interview Transcripts:

Interview 1 (Shoshanna):

[00:00:00.005] - Speaker 1

Lets just start off with what a general weekend or week day looks like for you.

[00:00:00.160] - Speaker 2

I'm with my child and watch TV, mostly. Sleeping and watching TV, mostly. And reading, sometimes.

[00:00:14.420] - Speaker 1

Very nice. I've been trying to get into reading a lot more recently. What values matter most to you when supporting a brand or a company?

[00:00:26.980] - Speaker 2

Can you- Elaborate?

[00:00:29.960] - Speaker 1

Just are there certain things that stick out to you when it comes to a brand that if they represent something or if they advertise something that you're like, Oh, that's an interesting take. I appreciate their viewpoint on that. Is there just some things that a brand can do that will make a positive impact on your viewpoint on them?

[00:00:52.560] - Speaker 2

I don't know if that- Not really. No, not really, but more so if I see anything big on diversity, So if I see anything that's like, they are open to for everyone, for everyone, then I usually be like, Oh, okay. That sounds like it for me. That's pretty much it, actually.

[00:01:14.220] - Speaker 1

Yeah, no, that's I agree. That's great. Are there any creators, artists, public figures that you relate to? And if so, why them?

[00:01:25.720] - Speaker 2

Not really.

[00:01:29.200] - Speaker 1

Okay. Yeah. I don't really know.

[00:01:31.560] - Speaker 2

Sorry, I don't really know.

[00:01:33.820] - Speaker 1

No, you're totally fine. Do not apologize. Trust me, this is great. I appreciate all of this, so you're totally fine. So what streaming platforms do you currently use?

[00:01:45.860] - Speaker 2

Streaming platforms?

[00:01:47.540] - Speaker 1

Yes, ma'am. So Netflix.

[00:01:50.240] - Speaker 2

Yes, I use Netflix, Hulu, Peacock, Disney. Let's see. What else are there? I don't know.

[00:02:00.680] - Speaker 1

There's a bunch.

[00:02:03.100] - Speaker 2

Crunchy Roll. I don't know if you know Crunchy Roll, but yes.

[00:02:09.440] - Speaker 1

What made you decide those platforms that you want to watch on? Was it social media influence, It's like, feeling members also use it?

[00:02:18.780] - Speaker 2

No, it just shows. I like to watch TV and movies a lot. So whatever platform is on, it's whatever platform I'm going to. I sometimes have to Google, where can I find a show? Where can I find this movie? And whichever platform is where I go to. Unless one of my friends sometimes ask me or tell me about something, and then they'll say, Oh, it's on Peacock, then I'll go and get Peacock or something. Got it. So I can watch it, and then I'll go ahead and find other things on that platform.

[00:02:50.400] - Speaker 1

Okay, nice. Do you prefer ad-free subscriptions or free platforms with ads?

[00:03:00.000] - Speaker 2

I prefer ad-free. However, I don't like to pay for ad-free, more for ad-free. More for ad-free. I have the ones that have the ads. I like the ad sometimes because it gives me time to get up and Normal TV back in the day where they had commercials. So it's nice, but sometimes when I'm right in the middle, the ads kill it. But yeah, I use the one with the ads.

[00:03:28.860] - Speaker 1

Okay, cool. So then We dove into a little bit in the past, but how do you discover new shows or movies? Is it just through social media, your friends, word of mouth, recommendations?

[00:03:39.900] - Speaker 2

Yeah, my friends. Sometimes social media, I'll be on Facebook or something. If I'm able to say something, and I'm jumping to go see what they're talking about to see if I can watch it. At work, some people talk about things at work sometimes. Oh, Apple TV is another one. I forgot about that one.

[00:03:57.700] - Speaker 1

Okay, yes.

[00:03:59.400] - Speaker 2

But yeah, pretty much word of mouth, or sometimes if after I finish watching something, I'll just see what else is on there. Like, what else is similar to what I just watched.

[00:04:11.040] - Speaker 1

Yeah. It's a little drop-down. It says, You might also like...

[00:04:13.940] - Speaker 2

Yes. I love those things.

[00:04:16.140] - Speaker 1

Yeah. Have you ever canceled a streaming service before? And if so, why?

[00:04:23.780] - Speaker 2

Yes, I cancel Paramount, and Yeah, I think that's it because I just didn't want to pay for it anymore. There is not that much stuff that I was watching on it. It was a specific reason, a movie or something that was only on there, and then I love it.

[00:04:47.420] - Speaker 1

Yeah. No, fair enough. I get it. How do streaming platforms or TV movies fit into your daily routine or lifestyle?

[00:04:58.200] - Speaker 2

I'm always watching something. Whenever I have some free time, it's my downtime. After I do work, I'm at work with kids all day, and then I have a child, so I'm with her all day. So that's my downtime. When I put my daughter to bed, I'm watching TV for an hour before I stop and read my book. Or when she's at after-school activities, right now, I would probably be on cool or something, watching something if I wasn't doing Zoom call with you guys.

[00:05:31.760] - Speaker 1

Yeah, it's a way to take a load off.

[00:05:34.040] - Speaker 2

Yes. Just to sit. It's mindless. I just sit and just watch it. I enjoy just watching TV and movies. So yeah, that's my downtime.

[00:05:45.660] - Speaker 1

Awesome. Well, are you familiar with Tubi? And if so, what comes to mind when you hear the name Tubi?

[00:05:52.240] - Speaker 2

Yeah, I'm familiar with Tubi. I've known Tubi for a long time. I've never gotten on That's the one platform I never go on for some reason. It was like whenever I thought of Tubi, it was like bad stuff was on there. I don't know. I think that are not really rated, not real movies. I don't know what they're called. Those movies are low budget movies.

[00:06:23.980] - Speaker 1

Okay. Yeah.

[00:06:26.420] - Speaker 2

I've heard it's gotten better. I just haven't gone on it. I heard it's gotten better.

[00:06:32.560] - Speaker 1

Okay, yeah. So it's not super popular movies or TV shows for that matter, and they're not created super high. Exactly. Okay. Yeah, no. I can understand. Have you ever used Tubi in the past? I know you said you had it for a while, but have you ever had?

[00:06:47.660] - Speaker 2

No, I've never had Tubi. Oh, okay. I've never had it, but when I was at my friend's house, she put on a Tubi movie.

[00:06:58.000] - Speaker 1

Okay.

[00:06:59.060] - Speaker 2

And that's about I've never personally downloaded Tubi.

[00:07:03.000] - Speaker 1

Okay, sounds good. No worries. Have you ever seen an advertisement for Tubi anywhere, like TV, social media?

[00:07:10.820] - Speaker 2

Probably, yeah. I'm not sure.

[00:07:14.220] - Speaker 1

I don't remember. If anything, what would make you more likely to use Tubi regularly?

[00:07:23.260] - Speaker 2

If they had stuff I would enjoy watching? Yeah. Is that a paid program?

[00:07:29.320] - Speaker 1

Is that a paid No, it's a free program.

[00:07:32.380] - Speaker 2

Oh, well, that one. That would make me want to go on it being free.

[00:07:38.920] - Speaker 1

Okay. Interesting. Yeah. So maybe if they definitely use some more advertising showing that it's a free platform to watch on.

[00:07:46.720] - Speaker 2

Originally, when I heard of it, it was a little budget stuff. I'm like, I'm not watching this stuff. Then I heard that you had to pay for it now. I was like, Oh, I'm definitely not getting that. But now you're saying that it's free, so maybe I'll try to go on there and see what there is. I always run out of shows to watch, so I would look to see if there's anything interesting on there.

[00:08:11.560] - Speaker 1

Yeah, you might be able to find something new. You never know. Robert, do you have anything you want to add?

[00:08:17.100] - Speaker 3

Yeah, I just had the thought. You had mentioned earlier that when you're looking at brands or corporations, you're drawn to those that'll have diversity included in their advertisements. Would you say that a to the shows and movies you watch as well?

[00:08:32.720] - Speaker 2

Oh, yeah, definitely. Most of them. Sorry.

[00:08:40.980] - Speaker 3

Just to try to expand on it, would you say you go out of your way to find that content?

[00:08:48.780] - Speaker 2

Not out of my way, but I'm looking for people that look like me while I'm watching things.

[00:08:59.540] - Speaker 3

Understand Yeah.

[00:09:01.680] - Speaker 2

There's some shows, older shows that I've watched as kids, like Friends, the show Friends. It's such an old show. That's one of my favorite shows, and that's not a very diverse show, but it's one of my favorites. And other stuff like that. But now as an adult, I am looking for shows that have people that look like me, their lives and stuff.

[00:09:33.260] - Speaker 1

No, 100%. Things that I can relate to, if I can say.

[00:09:37.160] - Speaker 2

Yeah. Yeah. Yeah. So just shows and movies that you can relate to on a different level.

[00:09:45.126] - Speaker 1

So yeah so I think kinda my last question is, what would it take for you to take Tubi more seriously as a streaming platform. I think we have kinda dived into that a little bit, just from the standpoint of like, knowing that they have better movies, knowing that it's free, maybe just like better advertisements, um, what would it be for you.

[00:10:10.260] - Speaker 2

Yeah better advertising probably because I really don't ever see anything like, like i dont remember every seeing like really an advertisement for tubi. If i have or if there is any specific movie that has come out like specifically, like you know how um netflix or hulu have exclusives, like you can only find it there, so then to like see something that you can only watch on Tubi, i would go running to Tubi, if i found

something interesting even though that was like a Tubi Exclusive or something like that. And it was actually good and people were talking about it or going crazy about it. I feel like I would be like oh what are they talking about, then i would go look for it. But I haven't seen anybody talk about anything on Tubi.

[00:11:05.242] - Speaker 1

Yeah, so basically just needs a more extense of like advertisements, but that is good to know because i dont think ive ever seen a Tubi advertisement either, but im like maybe im juts living under a rock and not seeing something everyone else is seeing, but glad to know im not the only one.

Um do you guys have any questions that you want to ask, or something you thought of along the way?

[00:012:33.621 - Speaker 4

I cant really think of anything but I wont be shocked if you get Tubi adds now, since we've been talking about it.

[00:012:51.187] - Speaker 3

Yeah I think it got my one question out of the way.

[00:12:55.276] - Speaker 1

I think im all set as well, well again thank you so much for doing this, we really appreciate it, tremendously, me and my group, um this helped us alot

[00:13:13.260] - Speaker 4

There is no right or wrong answer, just answers in general are perfect

[00:13:20.260] - Speaker 2

Okay, good. You're welcome

[00:13:23.260] - Speaker 1

Well have a great rest of your day

[00:14:27.260] - Speaker 2

You as well, bye!

Interview 2 (Aisha):

Interviewer 0:41:

Good. How are you?

Aisha 0:43:

Unintelligible

Interviewer 0:45:

Yeah, Robert.

Aisha 0:46:

She just told me.

Interviewer 0:49:

Awesome. Nice to meet you. I'm just going to do a quick test. Somebody on the Zoom call, if you could talk.

Participant 0:57:

Hello?

Interviewer 0:59:

One more time. Could you hear that, Aisha?

Aisha 1:03:

Yes.

Interviewer 1:04:

Okay. And y'all can hear her fine?

Participant 1:06:

Yes, we're all set.

Interviewer 1:08:

Okay. Awesome. Just wanted to make sure before we get into it. Um, I guess start off, you having a nice day?

Aisha 1:17:

Yes, it's Friday, so no complaints.

Interviewer 1:21:

Oh yeah, I understand that completely, Aisha. All right, we'll get started off with our first question here. Um, just a general type of question. Um, what's your like average weekday, weekend day look like?

Aisha 1:38:

Um, well, I have a 2-year-old, so it depends. Um, a lot of hands-on activity, a lot of Miss Rachel, a lot of that. Um, during the week I teach first grade, so I'm teaching from morning to afternoon, and then after that kind of just chill, watch a little TV. Um, you know, be with my kid, that type of thing. So nothing too much.

Interviewer 2:03:

Okay, yeah, understandable. Um, just another general question: what are some things that are important to you in your life right now? Like, obviously you said kid, I imagine that's going to be one of your answers, but just, um, any value or interest you can think of.

Aisha 2:20:

Yeah, now in a season of kind of like starting my career and then I'm also in school getting my master's. So I'm balancing like career, education, and then also finances, like just kind of starting this new job, being a teacher, and then like balancing like a new financial opportunity and just kind of like managing that. And then that's kind of it right now. So really like family, career, and then finances. Stuff like that.

Interviewer 2:53:

Very family-oriented, you would say?

Aisha 2:56:

Absolutely.

Interviewer 2:57:

That's amazing. Um, that leads nicely into this question then: how do you like to spend your free time at home?

Aisha 3:03:

Yeah, so just kind of— I, I mean, I'm someone that loves documentaries. Um, I'm a documentary person. Like, I love to see like a lot of true crime stuff. Um, if I get the opportunity to watch something other than Miss Rachel or Sesame Street, you know, I like to watch those type of things. And I'm married, so just kind of hanging out. Um, really a lot of it is spent just like catching up on chores and things like that. I don't get as much free time as I used to, um, now that I have a child. But if I do get some, it's usually just kind of like doing very relaxing things, watching TV, sitting outside if the weather is nice, swimming and hanging out, barbecue and things like that.

Interviewer 3:45:

Yeah, just generally focused on relaxation.

Aisha 3:49:

Decompress from the—

Interviewer 3:52:

Yeah. Okay. When you said when you were watching TV, you would watch like mysteries, documentaries, things like that. Do you have particular platforms that you like to watch for that kind of content?

Aisha 4:03:

Umm. Usually it's Netflix. And if it's not Netflix, I'll do like YouTube series, stuff like that. That's usually good.

Interviewer 4:16:

YouTube series. Um, any other platforms that, um, you use just once in a while?

Aisha 4:26:

Are there any ones that I use once in a while?

Interviewer 4:28:

Yeah.

Aisha 4:29:

Um, yeah, there's a bunch. I like, you know, usually like the smart TVs come with all kind of platforms. Yeah, it's like Hulu and Tubi and Peacock and all that stuff. So I usually just click around, but the ones that I usually watch are like Netflix and like YouTube. But again, I'm not like the biggest TV watcher, but I've kind of put it to all of them. As long as they kind of focus on what I want to watch, then I'll definitely—I don't care what platform it is, I'll chime in on it.

Interviewer 4:57:

Okay, so more focused on content than the actual platform itself, right?

Aisha 5:01:

Yep, as long as I got a password for it. I'm more worried about what's on it.

Interviewer 5:06:

Oh, I completely understand. Speaking of platforms, when you're thinking of brands or streaming platforms like shoe brands, anything, are there values that those brands might have or promote that interest you or draw you towards a specific brand or platform?

Aisha 5:26:

You know what, it does depend sometimes because of course if there's a platform that has like controversial things going on, like there's a lot of political stuff happening in the world and I try not to like subscribe to things that are kind of too involved or promoting a certain aspect of certain things. I mean, there isn't like too many of that. They're usually very neutral unless you're talking like news platforms like Fox or like CNN or things like that. But, um, usually it's really just like the basic, like Netflix and Hulu and stuff like that. As long as they're not like something where it's like completely left-wing, then I can definitely subscribe to it. I won't have a problem. But those are, like I said, usually like the news kind of like, uh, stations and things like that where they get like a little too involved in that stuff, and then I'm kind of checked out from it.

Interviewer 6:24:

Yeah, I sympathize heavily with that. I haven't listened to radio in years. So would you say that, would you say that like your cultural or communal background might influence how you feel about those type of things?

Aisha 6:48:

I mean, I think I guess to an extent, um, there are like certain, of course, values that I grew up with, like, um, may it be like religious or like political stuff, it just depends. But a lot of it is more just what I kind of feel is the way that I want to live my life, and certain things kind of don't align with that, but it just depends on what it is. Um, and then of course, like, you know, like certain things when it comes to like—when you say communal, like, is it more specific on that?

Interviewer 7:24:

Yeah, sorry, that was an odd way of phrasing it. I mostly meant community, just like the people you generally find yourself around and inspired or motivated by.

Aisha 7:36:

Well, yeah, I think to an extent, because like, for instance, if I'm at work, work is usually not a place where we would talk about a lot of things. Like, you're not really going to get into too much of like politics or religion, or you try not to. And I definitely don't, but a lot of the people that I do work with, I'm sure, don't— may or may not agree with the way that I think about things. So sometimes the people that I'm around, mostly like they have their own views, but a lot of times I don't even know what those views are. So I wouldn't really say that it— that influences. Now when it comes to like my own family or like friends that I have growing up, and usually those people are like on the same wavelength of thinking that I'm on. So usually it's like we can talk about those things and not have it be a debate. So yeah.

Interviewer 8:25:

So generally more open to friends and family than— well, this makes sense— but like someone from work that you kind of know but not really?

Aisha 8:35:

Exactly. Exactly.

Interviewer 8:37:

Completely makes sense. Um, just to move on a little bit, I'm sure Hayden had mentioned this, but our project is primarily about Tubi, so I was gonna ask some questions about that. Um, just to kind of skirt along the line, um, what makes you subscribe to a streaming service? You had already kind of answered that, but, um, if you have any additional details to add.

Aisha 9:01:

Yeah, it's really just about the content. I mean, if it has like an area, and I'm mostly, like, like I said, documentaries, crime, things like that. I like a good story. Um, I'm not really— or I like a comedy or something like that, or things that I've just seen before that I want to rewatch. So it really just depends on the content. Um, if I go on to like a streaming service and they do have a lot of the things that I want to watch, then of course I would consider subscribing a little faster than something that has a lot of things that I've never seen before or aren't really too much interested in. So it's really just the content. It depends on what they have.

Interviewer 9:38:

Okay. Um, just another like brief question. Do you have a preference towards ad-free subscription services or free platforms that have you watch ads to support them?

Aisha 9:51:

I don't mind the ads. And of course, for me, like I said, one of my focuses personally is like finance. So I'm not going to want to pay more if I just have to watch an ad. I'll watch the ad just to save money. So definitely.

Interviewer 10:05:

Smart. I like that.

Aisha 10:07:

Yes.

Interviewer 10:08:

Now to kind of get into Tubi a little bit, have you heard of Tubi? I assume you have since you mentioned it.

Aisha 10:17:

Yes, I have heard of Tubi. What's interesting is I don't usually watch Tubi because some of the stuff are more original to Tubi. But my parents love Tubi. Like, they love it. My mom was just telling me she saw every single movie up there. I'm like, how did you do that? But retired people just watching things. So

Interviewer 10:38:

Yeah, plenty of time to watch movies. My dad is the exact same way. Umm

Aisha 10:41:

Yeah

Interviewer 10:43:

I guess to kind of ask about them a little bit then, would you say they watch the original content on there, or do they tend to watch the older, perhaps more popular movies that they have, or TV shows?

Aisha 10:56:

You know what, good question. My mom definitely told me they like the original stuff because it just gives a different perspective, and it's things that they've never seen before. So it's something where they can kind of be tuned in a little bit more since they don't really know what's gonna happen next. So I think, um, she did mention to me, um, that she likes the original stuff because it's movies that, like, like I said, she's never seen or heard of because they're original. So she likes those a lot.

Interviewer 11:24:

Okay, yeah. Um, Another question, um, the platform tends to have an emphasis on African American creators and actors, putting a basis on new original content from that demographic

Aisha 11:41:

Right

Interviewer 11:42:

Would you say they are drawn towards that?

Aisha 11:46:

You know what, I don't think so. My mom really likes a lot of westerns. And she likes a lot of different type of things. So I don't know that it's like, oh, this streaming service usually has a lot of African-American actors and actresses, so I want to watch it. I just think it's kind of a coincidence because it is something that's on their TV, and because they're TV watchers, um, they're kind of just like browsing for different things. But I'm sure it's a little bit more maybe relatable because it is people that look like them. So I think maybe that's also why they probably like it, but I don't think that's why they mostly gravitate towards it if I have to speak for them.

Interviewer 12:26:

Okay, yeah, again, sorry to make you speak for them.

Aisha 12:29:

No, it's fine. I mean, I guess you have to, it's great, so that's fine.

Interviewer 12:34:

I guess to ask more about you yourself, have you ever found yourself watching Tubi?

Aisha 12:40:

Um, I've seen like a couple of the, the original stuff up there. I haven't— I'm not like an avid watcher of it, but I've definitely seen some things that are up there. If you ask me to name them, I probably won't be able to. But I definitely need to pick up here.

Interviewer 12:55:

Completely understandable. I would probably be in the same boat. Um, here, here's something I thought of the other day when we were interviewing your coworker. Have you ever seen a Tubi advertisement or anything promoting Tubi other than TVs that already have it previously installed?

Aisha 13:14:

I've only seen ads for Tubi on YouTube, I believe. Um, and I think I've seen it on Instagram as well, if I had to think. I think I've seen it on Instagram, and then I think like maybe an ad had popped up while I was watching something else on YouTube.

Interviewer 13:35:

Okay, that, that's interesting that we were, um, talking when we were finishing our last interview and none of us could recall we've ever seen a Tubi ad. So I, I figured like, oh well, I'll ask and see if there even are Tubi ads that people are seeing.

Aisha 13:52:

Because I know what Tubi is. Maybe just Instagram. It might not even have been YouTube. It might have just been in like Instagram, or you've seen like on Instagram like people posting about a Tubi movie and they're like, oh, Tubi, like what's that? And then you kind of go into it, but it's not like necessarily an ad. It's just someone talking about it or posting about it. So that's a good question though.

Interviewer 14:15:

Yeah, yeah, I've been wondering that a good bit myself. Um, to move on just a little bit, um, if, if you were to hypothesize a little bit, um, what would make you more likely to use Tubi regularly like Netflix or Hulu?

Aisha 14:36:

Um, if I found out that they had more of the content that I liked, uh, rather than the original stuff, or if there was like an actor or an actress that I was like interested in watching something of, like, oh, like I want to see their work or something, then I would probably like go on there to watch that. But that's so specific, so it might just be like super specific. I don't think it would be like, oh, I hear Tubi has like a really big show or something like that. I think it would just be like if I wanted to see something that was solely on Tubi and I wanted to watch it.

Interviewer 15:14:

Yeah, I get the vibe that you kind of like have a bunch of streaming services and you have them all for specific reasons.

Aisha 15:21:

Yeah. [Laugh] I do.

Interviewer 15:23:

Yeah. Um, and then just kind of another more hypothetical question: what would make you trust or take Tubi more seriously as a streaming platform? Do you think it would just be promoting more, um, of their known content?

Aisha 15:41:

I think so, because it is hard, I feel like, to promote original stuff only if it like kind of blows up, like kind of gets that hype to it. Where— because I know Netflix has like original series, which is like a lot of things that have like just gone kind of like, let's say, viral or whatever, and you see it on social media. But I feel like it might just have to be something where it's being like— it's a lot of talk around it, and then I'll be like, oh, maybe I do need to check that out. But it's kind of like, that's how I, I guess, find out about what's going on is like through social media. And if somebody's really talking about it and I keep seeing it, then I'll probably be like, okay, maybe I should give this a shot.

Interviewer 16:18:

Okay, so if they had promoted more of it— it was interesting, I was looking at their catalog the other day and they do in fact have a lot of movies that you would probably even know. Of course I can't name them now, but you would think if they promoted more of that and it was enough stuff that you were generally interested in, you would probably be using it more.

Aisha 16:42:

So, and then it's like, I think maybe there— a lot of it is like their original stuff that's being promoted, and then a lot of times you're just like, well, I don't really know what that's about, I've never seen that before. So it's like you're not really like so prone. But then if you're like, oh, like all the movies from like '90s like culture is up there and all the throwback movies are up there, then they'll be like, oh, Okay, well, I don't ever see that. And then I've heard that that's what they have up there, but I guess they don't really promote that. Okay

Interviewer 17:13:

Okay, yeah, understandable. Completely. My teammate has a question, actually.

Participant (Christy) 17:18:

Yes. Hi, Aisha. It's nice to meet you. E-meet you.

Aisha 17:22:

Nice to meet you.

Participant (Christy) 17:24:

Hi. So, yeah, I'm his teammate, Christy. And I like how you mentioned that you would be drawn to a platform because of shows or movies that you would want to rewatch. And I'm just curious if you have any specifically in mind because you mentioned true crime and comedy, but are there any specific like movies or shows that you would rewatch? And if it was on Tubi, you would go to Tubi for them?

Aisha 17:50:

You know what? Yeah. Like I'm someone that kind of likes the same movies. Like I'm very like nostalgic like that. Yeah. So movies that I would sit and watch over and over again, um, let me just say like Sister Act. I watched Sister Act again like the other day and I was like, this one is actually really funny. Um, Sister Act, Color Purple, um, oh my gosh, Waiting to Exhale. Just thinking about it. Um, I think the top three, I would say if they were like, oh, they have all those movies up there, I can watch them, no problem. I don't have to like worry about trying to watch it in pieces on YouTube or something, I would go up there and for sure watch those.

Participant (Christy) 18:33:

Yeah, absolutely. So if they had like some nostalgic movies that you really couldn't find on Netflix or Hulu, you would definitely go to Tubi for them.

Aisha 18:39:

Exactly

Interviewer 18:40:

And then another kind of follow-up question, and this is out of my own curiosity because I saw a Tubi ad the other day and I'm a huge Megan Thee Stallion fan and they used her to promote Tubi. And I was like, I had no idea that she was in one of their shows or I think she was promoting it. I wasn't really sure, but it really piqued my interest. So are there any— like, if there was an artist or creator influencer that you saw promoting Tubi, would that draw you to the platform?

Aisha 19:11:

Um, no, I don't know. Only because a lot of times, like, I know that people get like their sponsorship and they're kind of just trying to make their money and do their thing, and I'm not mad at that at all. So it kind of just would feel like, um, is it— are you promoting it because it's like genuine, or are you promoting it because you kind of— you're making money off of it and you're just doing your thing? And I get that, and I'm not mad at that at all. I think it would just depend on what they were actually saying about it. If it feels like an ad, I probably would just skip it and be like, oh yeah, okay. But if it was like genuine, like I really sat and watched and I did this and I did that, and they kind of like drew me in on what they did with or like their experience with it, I would probably be more inclined to believe it and then maybe, maybe do it. It just depends on what they said.

Participant (Christy) 19:57:

Absolutely. I like that take, Aisha. Thank you so much.

Aisha 20:01:

You're welcome. Thank you Christy.

Interviewer 20:03:

And you think that, umm, rather than being attracted by an advertisement to Tubi, you would really be more interested in seeing an original movie that had an actor or actress that you already were fond of?

Aisha 20:15:

I think so. And even if they're like new, up and coming just maybe somebody that I've seen or somebody that somebody is like recommending. Its just yea, like I feel like I would watch something original, not because I just happened to click it and got lucky and liked it, I think I would have to probably believe it from a recommendation or somebody that I've like seen them on like social media or something like that.

Interviewer 20:39:

Okay. Umm, I have another teammate who has another question. It's Hayden, actually.

Participant (Hayden) 20:44:

Hi. It was nice to meet you over the phone. But it's great talking to you now. Umm, just a quick follow up question, so you mentioned in the past that when it comes to recommendations for like movies and stuff that you usually talk to your parents or like family members that kind of like see the same way you do,

have similar interests. As opposed to like coworkers and just like people you're not super close to. Is there any platforms on social media that you might reach out to if you and your husband are like, "we want to watch a movie, but were not sure" is there like any platform you go to in specific or is it kind of all over the board?

Aisha 21:23: Umm, I think if it was like, just a night and we're just like, you know what, let's see what we can watch. I feel like the first place we probably would go to is maybe like Hulu and then Netflix. And I think Hulu because they have a lot of, um, like repeat series up there and things that we're like kind of already binge watching or things that like, like Law & Order SVU or something. Like you, there's a thousand episodes of SVU. Like you can get up there and watch any episode. So I would probably do something like that, but then Netflix. But then I also feel like too, um, you know, there's certain like Instagram profiles that kind of give you, like, what's trending and what's this and what's that. I would probably check that too and see like what was trending and be like, oh, you want to check this out? Or sometimes Netflix has like top 10 watched things and you'd just be like, okay, look, let's check it out. But it's like, I guess you want to see what's going on and what's good. And I guess a good way to figure it out is like based off of ratings and recommendations just off of what you're seeing. So I'll probably do that.

Participant (Hayden) 22:30: OK, yeah, no, thank you so much.

Aisha 22:34:

You're welcome.

Interviewer 22:35:

Yeah, absolutely. And we have one other question from another teammate, I think.

Participant (Malena) 22:41:

Hi, Aisha. This is Malena. Can you guys hear me good?

Aisha 22:47:

Yes.

Participant (Malena) 22:48:

OK, I just wanted to ask, so, because you kind of, like, going into looking for recommendations, just to clarify, you rely kind of more on it in platform, like, just browsing. It's more like a shopping experience for you where you just go in and look for kind of what is appealing.

Aisha 23:09:

Uh, I think a little bit of a shopping-like experience. I would like, normally for me, like, if I'm alone and trying to find something, I would start with, like, genre first, and then start with the genre, and then expand there. And then if I don't see anything in that genre that I haven't seen or that I'm interested in, then I would just browse, like, maybe, like, what's trending and then go from there. But I usually start

with genre because I'm, like I said, kind of into certain things, and I really gravitate towards those certain things. So if it's not the genre that I want to see, I probably don't even want to watch it anyway, but I usually start there.

Participant (Malena) 23:52:

So, is there anything that you could possibly do to reach audiences like you that are just looking for specific genres? Like, is there a type of advertisement or promotion that you might look out for that might entice you to go to their platform?

Aisha 24:11:

Um, because I'm like an Instagram user, I know a lot of people are like Facebook or, uh, you know, Snapchat or whatever. I'm an Instagram user, so I feel like if I saw something on my feed because that's kind of where I get my news from, I'm not really like a news watcher, but that's where I get, like, all my, like, updates and things like that. I feel like if it was an ad or something, like when I was actually scrolling my social media and it kind of, like, intrigued me or like, it was something like, oh, like, this is, um, you know, a new, like, true crime thing here. Maybe there was something like, oh, do you like true crime? I mean, you know, sometimes when you click it and you're like, yes, somewhere else. Sometimes I get wrapped up in things and I find out some other stuff. So I think for me, because I'm a social media user, it depends.

Participant (Malena) 24:59:

Perfect, yeah, that sounds great. Thank you so much.

Aisha 25:03:

You're welcome.

Interviewer 25:05:

Awesome. Just to wrap up, if you had any closing thoughts or anything you think might be important for our primary research?

Aisha 25:14:

You know what, I think that kind of just what you guys said about like, what would pull me in. I never really thought about it like that, and I think that's a great question to ask people about why it is that you're not watching something. So I don't have any other closing thoughts, but I thought you guys asked some really good questions, and I do hope that I was able to provide you guys some good content for your project.

Interviewer 25:39:

Oh, yes, very much so. We appreciate your time spent with us so much.

Aisha 25:44:

No problem. Well, thank you all so much. Good luck in everything that you're doing.

Interviewer 25:49:

And please have a wonderful rest of your Friday.

Aisha 25:50: All right, you too. Thank you.

All Participants 25:52:

Thank you.

Aisha 25:54: Thanks, guys. Bye-bye. Take care.

Participant (Hayden) 26:00:

Well, that was awesome.

Interview 3 (Lenard):

Unknown 0:01

Good. How are you? It's so good to see you as well.

Speaker 1 0:06

Yes, it really has been. Thank you so much for helping us with this. This is my group, by the way. Hello everyone. So much. Thank you class. This is a campaign we're doing, and so you're going to be helping us with some consumer research. So okay, so

Unknown 0:30

I'm here for it absolutely.

Speaker 1 0:33

Alrighty. So we're going to ask you just some questions. Let me know whenever you're ready, and I can start recording the session. Yeah, go right ahead. I'm ready. Awesome. Let's see.

Unknown 0:50

Sorry, it's my first time recording, so I'm let's see you.

Speaker 2 1:09

So everyone's at UF, yes, yeah, oh, you're my rival. I'm at Florida State. Oh boy, come on now.

Unknown 1:20

Oh gosh, this is gonna be long.

Speaker 3 1:24

UF is a great school. Same with Florida State. I really got anything against it? I'm just, I'm a fan of the college football. So, you know, I gotta say a little

Speaker 2 1:33

Some, yeah, it's the best rival, I tell you, between the two schools. It's great. It is a lot of energy, and especially the workforce, because you have people that are from Florida State, UF, and they won't sometimes work on the same team. So it's just just great, you know, banter back and forth.

Speaker 3 1:51

Oh yeah, I love it when it stays civilly. It's really funny to see the stuff people come up with when it stays civil

Speaker 2 1:58

Yeah, yeah for the most part, it does Yeah, for the most part. But that other part, yeah, that's usually when they're out, you know, drinking at bars and stuff, exactly, alcohols, yeah, yeah.

Speaker 1 2:13

And then for you guys, does it tell you to upgrade when you want to record the zoom session? So sorry, no, but

Speaker 4 2:21

if you want, I can try. I can request a record and see if you can.

Unknown 2:25

Yeah, do you mind? Yeah, I just

Unknown 2:26

requested. Let me see if it lets me. I

Unknown 2:29

approved. Let me know if it works.

Unknown 2:30

Recording in progress. Okay, there we go. Sorry about that little technical difficulty.

Speaker 1 2:37

Let's see. Alrighty. So first question for you, Leonard, what are some things that are most important to you in your life right now? Career wise, family wise, finance wise, personal growth?

Speaker 2 2:49

Yeah. So right now for me, it will be a combination of things, right? Definitely, career, right? Without having a career that you enjoy being in and working with people you enjoy working with, people that you're surrounded by. Oftentimes you're around people you work with more than you are with your families, right? So definitely career, right? And always leveling up in your career, trying to outdo or do better than what you did the previous year. And doing better is not just limited to financial Yes, that is our goal. That's why we're in business, but also leveling up in terms of networking, right? You know, the more, the more business you do, the more people you meet, the better your chances are succeeding and getting things done quicker and with relative ease, versus not having a connection or a network at all. Second to that, and I don't mean to put it in this order, but second to that will be family. Well, I don't have any kids of my own, but I have nephew and nieces who are adult age now, and you know, they're in college and have graduated, but family is very important to me, right? I wouldn't do what I do and go as hard as I go, if it weren't for my family and the support that they provide for me and being able to reconnect with them and do things with them. You know, I family is extremely important to me, and I would say those two things, right? I mean, career and family. What more can you ask for and great health?

Speaker 1 4:25

Right? Absolutely. Yeah, I love that. I love what you said about networking. That really is true. I feel like, especially at our age, something very important. So I really like that.

Speaker 2 4:36

And it's very important to network, because you don't realize, you know, when you're in school, you're just trying to get through your assignments and enjoy yourself, but these are going to people you're surrounded, surrounded by at school. They're going to be the next leaders in business. And it's great to be able to call someone and say, hey, you know. You know you hey, we, I know we went to school together. You know, what are your thoughts on this and what are your thoughts on that you can pick each other's brains, and it's great. I can't tell you, as big as the world is, it's really small. When you talk to people and realize you have you share the same affinity, especially going to UF, you're going to find that when you enter the workforce, a lot of people have graduated from UF, and you have that instant connection with them, and that's critically important, and help differentiate yourself from a prospect that does not have that connection. Absolutely.

Speaker 1 5:31

Thank you. And that's good advice for everybody in the group. Yeah, yeah,

Unknown 5:35

absolutely, yeah.

Speaker 1 5:37

And so the next question is, how do you usually spend your free time at home. How do you relax?

Speaker 2 5:42

So, how do I relax? I think I can relax very well. So I there times where you have to turn it all off, right? So that's just, you know, turning off the devices. I don't watch television that much. I do more. I travel a lot.

Unknown 5:58

I get it from your father,

Speaker 2 6:03

I travel a lot. That's my favorite pastime. I also like to use my hands, so I do a lot of woodworking projects. So I build furniture and I renovate things, renovate houses. So I'll go to my brother's house and

we'll renovate some stuff there, or help my sister at her house and just turn something around completely. I get immense joy in doing that Absolutely.

Speaker 1 6:30

That's actually really, that's nice, turning off the screens. That's something I think we all should have thought it's

Speaker 2 6:37

hard to do, but, yeah, that's something we all due, you know, to get back to yourself and what you truly enjoy Absolutely,

Speaker 1 6:44

especially in the way that the world is now, where it's so screen centered, so Oh yes, oh yeah. But the next question is, what values matter most to you when supporting brands or companies?

Unknown 6:58

Social Responsibility?

Speaker 2 7:02

Um, yeah, I think that's that's important, quality of the product, and their their community involvement, right? You know businesses, where businesses are out there to make money, turn a profit, but there's also a responsibility to the community that they serve, right? So there are times where you would see companies donating to local charities. I think that's critically important to see within a community that you are a part of, and that's how we give back to one

Speaker 1 7:35

another, absolutely, absolutely. And this kind of follows up into the second question, actually, do you think that brands you use should say something about you? And if so, how?

Speaker 2 7:47

Yeah, so, so personally, for me or for the brand itself, for you? Personally, yeah, I think. I think a brand should represent its customers and target its marketing. And yeah, it's marketing to the customers that they serve. I want if I go into a restaurant or if I go into a store and buy something, I want to see that I'm represented in some fashion. So, you know, it makes me feel a connection to the brand. And you're just

not another restaurant, you're not just another fashion retailer. You're right. It's okay. I can identify with the products that I see in here is closely connected to me. I like the fragrances. I like the soaps or the candles or what, what have you, or the clothes. So it's, it's, yeah, it's a variety of things that ties it back. Make me feel like I'm having a personal experience within your your store,

Speaker 1 8:43

absolutely, and I really love how you mentioned social responsibility. That's something that we learn a lot as college students right now. It's a huge part of advertising. So thank you very much. And now to kind of shift it, we're going to ask you some questions about streaming platforms. You mentioned that you don't watch that much TV, but we want to ask you just some questions about, if you don't mind. So which streaming platforms do you currently use? If any? Yeah, okay,

Speaker 2 9:08

so would YouTube be considered a streaming platform? Yes, absolutely. I watch YouTube non stop. That's what I normally go to. I get my news from there. I i Look up travel videos. I look at how to do, you know, products that I'm working well, projects that I'm working on. I use YouTube mostly secondarily to that, and it's only because my family has an account. I use Amazon Prime for movies. At one point I had a subscription to spling. I think it's called. I've never watched it, but, you know, I would use it to watch, like games or the news and what in some shows on there, absolutely.

Speaker 1 9:54

And so how do you decide which platform to watch? And you kind of mentioned that, but you want to go a little deeper. Yeah. So I think for me,

Speaker 2 10:02

I'm a creative at heart. So I think I can get a lot of creativity from YouTube, yeah, so I can search for my mind is I'm always interested in something that's either developing, whether it's a product, you know, manufacturing process that intrigues me. So I'll just type it in and watch how, how's the car made, or how's a hat made. So I'll do it that way. If Prince tell tell me that there's a show that I should stream or should watch, I'll then use the Amazon Prime to go and watch a show in there,

Speaker 1 10:41

absolutely, absolutely. And so what makes you subscribe to is Jimmy service. Sorry, these are kind of similar, but

Speaker 2 10:50

so it's ability to check multiple boxes of my entertainment and educational needs. So when I mentioned YouTube, it's for me, it's all in one if I want to get some snippet of news, I can watch that I love watching podcasts. So I can, I can watch podcasts, or I can watch, you know, how, how something is made, or just some, a random topic that that could pop up on the YouTube, on YouTube for me to watch

Speaker 1 11:23

absolutely, absolutely and so again, YouTube is a free to use app. It's a free streaming service, but it does have ads. So do you prefer that kind of free platform with ads? Or do you prefer a like ad free subscription?

Speaker 2 11:41

I have to add free subscription. Okay, I pay for that, Amazon Prime, excuse me. YouTube premium. I think it's called, yeah, so I do pay for that because I don't watch a lot of TV. I just want to go straight into what I want to watch. Now, there are times when they show products that that that are of interest to me, and I guess it's based off the algorithm of what I like. So they'll come up with the soap or something on there in terms of advertisement that would intrigue me to watch a little bit longer, absolutely.

Speaker 1 12:19

But that's very interesting that you choose YouTube premium, which makes absolute sense, if that's like your number one used subscription service, of course. And then how do you discover new shows or movies or interests on YouTube?

Speaker 2 12:32

So it's it comes from recommendations. Recommendations either from the platform itself, are from people that I talk with, and they'll tell me that a show, there's something out that I should watch, and I'll binge watch it. I'll binge watch the entire season.

Speaker 1 12:51

I do the same thing. I'm like, a chronic binge watcher. It's so

Speaker 2 12:55

bad, it's hard for me to just watch one episode and have to wait a week, you know, to watch something else to drive me insane.

Speaker 1 13:04

Sometimes I even wait till the end, like I wait till it all comes out, so I just watch

Unknown 13:09

it. That's how I am. That's how I

Speaker 1 13:11

am, absolutely and I feel like, with YouTube, do you ever go into kind of like a rabbit hole, like, where you just keep going through

Speaker 2 13:18

videos and videos and videos? Yes, yes, a constant rabbit hole, and it'll consume you. That's why I said they have to disconnect, because if you don't, you're spending your whole day watching TV or YouTube or being on your devices.

Speaker 1 13:36

Yeah, so you feel like are very, I guess, influenced by what YouTube recommends to and you feel like it's accurate.

Speaker 2 13:42

Yes, yes. You think so I do. I do, and I think it's it feels that way just because I'm very specific in terms of what I do watch. So the algorithm learned my behavior watching patterns, and they would make recommendations based on things that I liked on the apps

Speaker 1 14:05

or on the platform, absolutely, absolutely and so now we have some questions specifically about a streaming service called Tubi. So are you familiar with Tubi? And if so, like what comes to mind when you hear

Unknown 14:19

it? Yeah. So I think movies,

Speaker 2 14:22

yes, okay, I've seen the advertisement, yeah, but I have not been on the platform. I see the advertisement all the time.

Speaker 1 14:33

You do, yeah, it's like, 100% free. And so you've never used to be, as you just mentioned, correct? I have not yet. And so from the advertisements that you've seen, how would you describe to be compared to something like Netflix or Hulu?

Speaker 2 14:49

Oh, that's a good question. Um, I wouldn't I want to say they're pretty comparable in terms of the programming that they have. I think they're pretty comparable. I, I, I have not downloaded or watched any of the to be platforms, but I have friends that do. Yeah, one second for me, please.

Unknown 15:15

Yeah, absolutely. Go ahead and let it absolutely.

Speaker 5 15:18

Oh, sorry. I was gonna ask a question, but then I saw that she's already planning on asking it. But since we're on the topic of the advertisements, I'm just wondering where you have seen the advertisements, and just like, how often you see them? Is it primarily on YouTube that you watch, or is it like occasionally when you're watching on Amazon Prime, or, like, just regular TV, like the news?

Unknown 15:40

Yes, I'm sorry, can you repeat the question?

Speaker 5 15:43

Oh, yeah. So just my question was, where you see those advertisements that you might mention previously? Yeah, I

Speaker 2 15:48

would see them if I'm watching so on you on YouTube, I would see them in between the shows. If I'm watching a podcast, that the advertisement will come up or within the actual podcast, they'll make

reference that this video is sponsored, and they'll give you a little snippet of whatever the advertisement is for the program.

Speaker 5 16:16

Okay? Thank you so much. Sorry. Our last interview, they were on a phone call, and we were all on the Zoom, so it was just like us communicating. So I completely brain fodder for a second. I thought I was group, and I completely forgot that you could see the chat too. So I was like, Oh my God. I feel so bad.

Speaker 2 16:34

I didn't even see the chat. I guess I had turned my head by that time.

Speaker 5 16:38

Okay, okay, good. Because I was like, Oh my gosh, I feel so bad. But okay, thank you for answering my question.

Speaker 3 16:44

If you don't mind if I butt in really quick, just a quick question, of the ads that you see, just a general question, do you mostly see movie ads, TV ads? Is it shows that you know of or don't know of?

Speaker 2 16:59

It's a combination of all three. So there are times where it's it shows ads about products that are similar products that I've used. It makes recommendations based off of the platform that they show that I'm watching, if I'm watching a dinner life or OTD, it'll pop up like a shoe, and I'll, I'll say, Oh, I got a similar shoe, and this is the newer version of it, so I guess it's a combination of the three factors.

Speaker 4 17:36

Okay, thank you. Do you guys mind if I hop in just quickly, because you mentioned you kind of get your recommendations from people you trust, and kind of like your YouTube recommendations, I just kind of wanted to gage, like, how much do you trust those online recommendations? Like, how likely are you to if you see that ad actually like, try the product, if that makes sense.

Speaker 2 18:05

So, so for me, it has to be reinforced. I see an ad, but then if I see someone using it, I'll say, okay, maybe this is something that I'll try. If they're using it right and they look like me, you know, maybe it'll work for

me. So I'll try it, and I've done that, and I spend hundreds of dollars on products that did not work for me, so I'll give it a shot, if I see it first, and then I see someone using it

Unknown 18:35

perfect. Thank you absolutely.

Speaker 1 18:39

And so just another question, if, because you mentioned you saw the ads, is there anything that would make you more likely to use Tubi?

Speaker 2 18:48

Um, I, I guess if I'm indifferent, because since I don't watch a lot of television, I use whatever is available to me. If I had to be, I would use it just because, from what I've seen by using or watching my other peers utilize the platform, I see that there's, you know, they have the same shows. It's the same type of entertainment that they like. So I don't see why I would not use it

Unknown 19:21

absolutely, yeah. And so just use it because of this interview. But go ahead.

Unknown 19:26

Now I'm like, taking your curiosity, right?

Speaker 1 19:28

Yeah, right, right, yeah. And so if, if Tupa were to create a campaign where they really highlight that they're 100% free, they're, like, a kind of, what's it called? It's a free platform with ads. Would that make you more inclined to try? If you think, oh, it's free, I might as well, yes, I will do that.

Unknown 19:52

Wait, kind of bouncing off.

Unknown 19:54

You gotta get them to look

Speaker 4 19:59

Leonard. I wanted to clarify. Did you know that Tubi was free, or did you think it was a paid service? I thought it was a paid service. Okay, yeah, that clarifies, because I feel like there's this big misconception that a lot of people think it's like another Netflix where, oh, it's another subscription we have to pay for. And there's that like, knowledge gap of like, I feel like more people would try it if they knew that it was free, but I think that they're not marketing it properly.

Speaker 2 20:28

Okay, yeah, I didn't know that, and I did care. I did not ask my friends that use it because I assumed that they were paying for it as well.

Speaker 1 20:37

Yeah, absolutely. And so does anybody else have any follow up questions? My group? Anybody? No, alrighty. Then Leonard, do you have any questions

Speaker 2 20:49

for us? I think this is fantastic. I love it. You guys asked some really great questions. I can't wait to see you guys in the business world dominated. I'm sure you will love it. Thank you so much

Unknown 21:03

for spending your time with us.

Unknown 21:05

Yeah, thank you, Lana. We appreciate it. Invitation,

Unknown 21:08

yes, truly. Thank you for taking time. Anything

Speaker 2 21:10

else you need from me. You got my number. Give me a call.

Unknown 21:14

Thank you. Thank you so much. I'll

Speaker 1 21:20

keep you updated on the campaign. I'll let you know how it goes. So much. Leonard, have a great day. You do the same.

Interview 4 (Kyeshah Hines):

Speaker 1 0:00

Are you? How are you good? Thank you so much for doing this. This is all. This is our group, and this is so helpful. Thank you. It's for our multicultural advertising class, and we're doing campaigns. So we just are interviewing people. So this is so helpful, and we really appreciate it.

Speaker 2 0:17

No problem. How's everyone today? Good. How are you? I'm good. No complaints.

Speaker 1 0:24

Us too. Okay, I put, um, I put the questions in the chat, and then it's being recorded right now, but I started recording, so whenever you're ready, just let me know. And I could start,

Speaker 2 0:35

I'm ready. I don't see the questions, but I can go. I can go, oh yeah, that's okay.

Speaker 1 0:39

I just put them in chat for me, but I could just okay, but so the first thing is, can you describe your typical weekday or weekend for you?

Speaker 2 0:49

Yeah, um, weekday. I'm a school counselor. So well, actually, this this semester I'm busy. So on Mondays, I usually have a chill day, so I go to work. Tuesdays, I am in school, so I go to work until three, and then I'm in school from 430 to 730 Wednesdays, I'm actually taking ballet after work, so I usually go to work and then I take a class. Thursdays, I work until about three, and then I teach at Fordham. Fridays, I chill, or at least try. I work as a school counselor, and then I guess a typical Friday, like every three Fridays, I have a nail appointment. I don't know what else to include. Yeah, the weekends, I usually do a class, Trader Joe's. Some Sundays, I go to church in person. Sometimes I watch online. What else. I probably stop in a few stores on those days, somewhere in there,

Unknown 1:57

I spend a little time scrolling on the internet, I guess, and

Speaker 1 2:01

then I guess, okay, so leading to that. So I guess career is definitely an important thing. But um, what are some other things that are most important to you in your life right now, like career, family, personal growth, finances?

Speaker 2 2:13

Yeah, I would say family all the time. Personal Growth, I would say wellness is something that I've been focusing on.

Unknown 2:25

Let's see what else is important,

Speaker 2 2:28

definitely like wellness, travel, maybe,

Unknown 2:35

I guess, making time for all of those things.

Speaker 2 2:39

What else I would say, I guess my faith, I want to lean on faith more

Unknown 2:47

career, I guess

Speaker 1 2:50

family, yeah, okay, that's perfect. And then I guess so you mentioned, like Fridays, like your downtime, and when you how do you usually spend your free time at home? Like, relaxing.

Speaker 2 3:03

If I'm relaxing, then it's probably, probably online, a few tiktoks I like to read, so maybe a book. I'm not really a TV person.

Unknown 3:16

Yeah, I don't have too much free time. Actually,

Speaker 1 3:21

I guess moving it's a different one. What values matter most to you when, like, you're supporting different brands

Speaker 2 3:28

or companies? I'm probably not the most conscious consumer, to be honest. I think if something happens that's like, really public, that's really offensive. I probably wouldn't support them. But when people are like, I'm not wearing deodorant because it has whatever I'm not, I'm not on that bandwagon. I think the times when it comes, I guess I've over consumed probably a lot too. I guess the times is, if it's like, you know, a brand or company, like, like Target, with the whole dei stuff, I was like, oh, target. So I guess, if something is like, I guess against my values, or like, again, or really is trying to, I guess like, hurt someone else. But then again, I guess I haven't been, I guess I haven't been that good at it, because I can't say that I follow all of that.

Speaker 1 4:31

Oh, depends, though. Like, if something comes out like that, yeah.

Speaker 2 4:35

Like, I know there was something about Starbucks recently, but at school, I do get a lot of Starbucks cards. So then I'm like, that's already spent money. But then I know, like, one of my co workers, she doesn't support Starbucks, so I would never, like offer her coffee from there. So I actually don't go as much because we have, like, a coffee crew, and I know she doesn't drink Starbucks, so I don't want to, like, exclude her. So I guess if it really hits close to home, no, that

Speaker 1 5:01

makes sense, and I guess, okay, now I'm moving on to more specific questions. I know you, you don't watch TV a lot, but again, to which streaming platforms do you currently use? If you do use any or subscribe to, okay, I

Speaker 2 5:14

don't subscribe to anything personally. Um, I don't know, because I don't watch I don't watch TV a lot, but I guess, well, HBO Max, because they don't kick me off when I use someone else's so they're like my best friends at this point. And I mean Netflix, I mean I'm a bad TV person. I guess I will watch something on Netflix if it's recommended

Unknown 5:42

because it's on my iPad for my sister.

Speaker 2 5:46

I like, I've been watching Hulu a little. I like Hulu some what are some of the other ones? Stars like, oh, I

Speaker 1 5:54

don't even know there's like, Disney plus Amazon. Oh, I never watched.

Speaker 2 5:59

I never see anything on Amazon, even though people say that they have stuff and then and that's actually one that I guess I do have myself, um, probably Hulu. It's been one that I've watched more frequently. Okay?

Speaker 1 6:11

And then I guess you mentioned like, a little bit from like friends of his. But how do you decide what platform to watch on, like the what's the most influencing factor from like family to social media influence or tradition.

Unknown 6:24

Um, wait, sorry, I'm just looking for my chart.

Unknown 6:28

I just don't want my thing to die. We're gonna schedule 5pm today. Do think,

Unknown 6:44

okay, Say that one again. Okay, so I was saying,

Speaker 1 6:47

so you mentioned how, like, sometimes you hear it from friends, but what's like, how do you decided what platform to watch and like, what's the most influencing flash? Oh, social media influence anything like that. I think it's the

Unknown 6:58

show. Um, so like,

Speaker 2 7:07

probably family. Like, if someone's like, oh my god, you need to watch this. I never really do. But if it's like, highly recommended, I think family. If I see something online, I guess maybe a little bit of online, like, if I see something on social media and I'm like, Oh, that looks kind of cute, like, maybe I'll like something like, tick tock, yes, exactly, um, what? I watched something recently? Oh, it was the one. I don't know if you guys seen it. I think it was on Netflix, and it was about, like, the mom,

Speaker 1 7:42

Oh, was it house? Maybe, no, no, it was,

Speaker 2 7:49

let me, oh, I don't even remember what it's called, but everyone was like, talking about it online,

Unknown 7:55

yeah, and social, yeah. I

Unknown 7:57

was like, Oh, let me watch it. And I watched it,

Speaker 2 8:00

I guess, actually, probably mostly like online platforms, because I was watching the American America's Next Top Model thing, because I saw everyone talking about online

Speaker 1 8:11

so basically, you choose what platform to like. You choose what platform based on the shows that are. You know what I mean, like you basically shows the movies that it's on, rather than the platform itself.

Unknown 8:22

Exactly, yeah, because I have no allegiance to

Unknown 8:25

anyone, yeah. Okay, that makes sense.

Speaker 1 8:27

And then I guess, more specifically, leading on to, are you familiar with the streaming platform to be?

And if so, what comes to mind when you hear that name?

Speaker 2 8:37

I've heard of it, but it's the first thing that comes to mind is, like, kind of, like, Do you guys know the term, like, bootleg? Like, it's like, fake TV, like, it's like a low budget, like, not really, like produced well, like, kind of, like bad writing, like, kind of, like a knockoff of regular TV. I've never seen anything on it. It's just the first thing that comes to mind.

Speaker 1 9:01

So you've never, so you've heard of that, but you haven't used to be, right? No, that, okay, um, have you seen advertisements? Is that why you've like? Is that why your perception of it is like that?

Speaker 2 9:13

No, I feel like on social media, people like, kind of make fun of it, like this came out, I think, um, but no, I've never seen like, I mean, I don't even really know what kind of shows I feel like. Every time someone tells me something about it, it's kind of like, this inference that it's like, not really good TV,

Speaker 1 9:33

um, well, I guess have, well, do you know that to be is actually free? Like, what? No, I didn't. That's something a lot of people don't

Unknown 9:44

realize. They don't know that it's free.

Speaker 1 9:46

No, I didn't know, and that sort of thing. But I guess, is there anything that would make you more likely to use to be? Like, if you saw on social media, like, oh, like to be has this one show or this movie, or like, knowing that it was free, that would make you more I would probably

Speaker 2 10:01

only use it because it's free, okay, yeah, I don't. I mean, I feel like it has such a bad rep, kind of like, you know, like, I actually thought about this with cell phone coverage the other day, um, I saw like an ad on the train for Boost Mobile, and I'm like, It's \$20 or \$40 I'm like, why don't I just get that? But I feel like it has that name, that it's like, Oh, you don't want to have that kind of, I mean, I don't know if the service is better than, you know, T Mobile or whatever Verizon.

Unknown 10:32

So I think to be in that kind of way I get

Speaker 1 10:35

you're saying it's, like, the perception of, like, it's, yeah, with, like, lower quality movies and just like, not and kind of

Speaker 2 10:41

the content, like, I feel like, when I hear people describe it, it's kind of like, I mean, I don't know if it's like this, not the streaming quality, like, I don't think it's gonna be fuzzy or like, you know, have like static, but I feel like I wouldn't like the shows. But again, I've never, to be fair. I've never watched I don't have the app on my TV or anything,

Speaker 1 11:04

bro, that's fair me either on my end. That was all the questions. But do you guys have any follow ups to the questions

Speaker 3 11:12

I do? Hi, I kind of wanted to ask, What do you feel like could be something that to be could do to change your perception, other than like, public sentiment, I guess, like, is there something that, if you see a brand or company do that you kind of like it, the esteem of like, how you value it, goes up.

Speaker 2 11:36

So I think if they had, I guess if they, I don't know, do they advertise for their I'm sure they do in some way or another. Um, I guess if, I mean, I'm gonna download it now and I'll guess I have to report back to you guys. But I feel like, if I watched the show and like, so I don't know if you guys, are you guys familiar with insecure the show? No, okay, so that show is like, like, I love insecure. I mean, I've watched that's why I have HBO, because I literally love the show. That's I watch it, like, when I'm happy, when I'm sad, and anything in between. So I feel like, if there was, like, a show that kind of, and it's kind of basically about a girl who's also a Capricorn. Her name is Issa, and basically she was, like, working with kids, and then she's like, having, like, dating drama. Like, basically it's, I feel like, she's, like, rips the pages out of my diary and, like, basically it's on screen, so I like relate to it, or, like, add the elementary it's on Hulu. And I'm an educator, so it's, like, a big part of my identity. So maybe if they did something to like show, I guess, or or advertise the type of shows that they had. And then if I felt like, oh, I would love that that show, or like, let me what did I watch on Netflix? Like, I like, um, I did, like, Jenny and Georgia. That was, did you guys see that? Yes, I saw so I love that show. So I was like, I mean, I don't even, I guess, because it's like family and it's like mother and daughter, I don't know. So I guess, if they like advertise their shows, which they very well may be already now have to like look. And I felt like, oh, like, I would like this show. I would, you know, go for it, if that makes sense.

Speaker 3 13:12

So would you say that your values kind of influence a little bit how you perceive advertisements and kind of what matters like, I don't want to like influence your response, but does your sense of community or feeling represented also impact how you perceive a brand and the likeliness you are to like, pick up a certain product or subscription? Yeah, for sure.

Speaker 2 13:38

So I feel like, um, I'm trying to think of one that was like, like, there was one blatantly, or there was something, like, on social media, I saw about like, Lululemon. I don't know if it was a CEO or something, but basically he was, like, I didn't make clothes for like, big girls. And I was like, Oh, my God, that was like, so rude. Like, I will never buy Lululemon. Or, like, like, the whole thing with Target. I mean, I do shop at Target. I mean, I actually have a target return, but it's like, the black owned brand. So I felt like I was like, making a statement, like, Yeah, I'll spend. I don't need to buy tide from Target. I can buy tide from, you know, Amazon. That's a whole other question. You know, I could buy tie from CVS, so to speak. Um, but, you know, to support a black woman, I did buy, like, a line that, you know, and you know, she had her own story, but I think if she didn't necessarily share her story, and she was like, You know what, I don't care. Like target gave me a chance. I don't care what it said about de, you know, like, diversity, equity and inclusion, and I'm doing this for me, I still probably wouldn't buy based on my value or, like that sentiment. So definitely, yeah, I think it Yeah, I think it influences. Or, like, I guess if it was like, a streaming platform and they were like, like, if Netflix was like, you know, from this point forward, we're never really gonna, like, work with black producers. I'll be like, Okay. Or, for example, HBO, they have, like, I follow, and that's probably why, like, I'll, like, go back and like, Oh, they're playing, like, they're streaming this, um, I think it's called, like, HBO, black voices or something. I follow it on Instagram. So then I see, you know, like, they'll repost something from insecure, which also they'll probably came out when you guys were, like, in sixth grade. But so it's like, you know, I'm like, Oh, I remember that episode and what I was doing at that time. Oh, let me go, you know, watch it, and then I'm like, on there, and then I, oh, I did watch something else on HB. I think it was like, sex life. So college girls, it had some raunchy, yes, yeah. I thought that was just like, cute. And like, you know, I love my girls, so, like, Oh, whatever. Like, it reminded me, like me and my friends. So I think values and like, kind of also like, I guess, relating to something in a way, definitely like influences, if I'll watch watch a show,

Speaker 1 15:52

yeah, that makes sense. Like promoting content that actually like relates to your experience. There's like your values, or things like, oh, rather than like the platform

Unknown 16:01

specifically, yeah, exactly.

Speaker 1 16:03

That definitely makes sense. Um, do you guys have any other follow ups

Speaker 3 16:09

or anything? I was gonna ask one more question, as a consumer, where can we reach you? Like, where? What platforms do you frequent? Where do you get your advertisements from? What kind of advertisement content do you trust the most? Because I feel like some people might be like, Oh, I actually trust Tiktok the most, or I prefer to get my information from Google or Instagram. Kind of where can we find you as a consumer,

Speaker 2 16:36

I would say definitely like Instagram and Tiktok. I guess Google, if it comes up, um, yeah, I guess, yeah. I don't really see commercials that much. And I guess I always say I want, like, an old school radio, but I

don't does that even. I don't even know if, like, I'm sure I could, like, stream it online, but I definitely would say like Instagram or tick tock.

Unknown 17:03

Um, I guess also,

Speaker 2 17:09

no, I think that's it, yeah, because anything, most times the TV is watching me, even if I put it on.

Speaker 1 17:16

I guess, with that being said, I know for social media, usually it's like the influencer recommendations. But would you be more inclined to click on an ad that's like, where, if it's like an influencer, like represent or saying something, versus like a testimonial of like, customer reviews, like, oh, this show was great, and I watched on this platform. If that makes sense, like a public figure, versus like, actually cut consumers,

Speaker 2 17:40

I think I probably would probably consumers. I feel like most of the stuff I see, like on Tiktok, because I feel like everything is kind of, you know, they're like, spitting back to me what I put out, you know. So if I'm like, Oh, fun meal preps, you know, like, I'm not really getting that. So probably, like, you know, if there was just an, I think definitely,

Unknown 18:06

if I think, if I also saw,

Speaker 2 18:10

like, say like, if I decide to like, follow Netflix, and they're, I think, their own things, versus like a influencer,

Speaker 1 18:19

that makes sense. Well, thank you so much. This was, anyone has anything else, I think that we're good. Um, this was so good. Thank you so much. Thank you again for this. I know, like, let me know.

Speaker 2 18:35

Even if you need anything, you can just text me or email me whatever.

Speaker 1 18:38

Okay, thank you. Answers were like, perfect. You literally, so much. So thank you.

Unknown 18:44

Thank you. No problem.

Speaker 3 18:48

Thank you. If you want to keep hearing about kind of our results for this whole project, yeah, yeah, let me know we're

Unknown 18:57
doing like it's basically

Unknown 18:59
for too goodie. Yeah.

Speaker 1 19:01
Well, basically, so for a class, we're doing campaign and how to make people like, watch to be more so based on the interviews, we're gonna, like, create a campaign with like, like a most like social media and like all of that, and to see, like, you know what I mean to base it off, like, real consumer insights. So we'll let you know how it turns Yeah.

Speaker 2 19:21
All right, sure. Do you guys want me to download now, or do you want me to wait to see what

Speaker 3 19:25
you guys say you're free to try it out if you want, if you want to text us and be like, Hey, I checked it out and like, okay, perception changed after being on the platform. That would be amazing, too, if we get to, okay, all right, but I'm

Speaker 2 19:38
going away this weekend, um, and like, I'm going to my sisters, and she's a TV person, so I'll, I'll ask them too, and see what they say.

Unknown 19:51
Okay, yeah, keep

Unknown 19:53
Keep me posted. I will. I will. Thank you so much again, anytime. Thank you.