

# CASE [COPY TEST]: MTV

In 2012 MTV asked baba to check the adequacy of its new corporate campaign relating to new marketing and communication goals of the brand

## Research problem

- Improve channel visibility, extend the number of potential viewers, communicate a “new” MTV idea
- Evaluate brand innovation

## Methodology

### Qualitative research:

- Semiotic desk analysis (materials vs. concepts) to detect strengths and weaknesses
- Fieldwork stage: mini groups each of 6 respondents, younger (18-24 y.o.) and older (25-40 y.o.)

## Recommendations

- MTV should choose cohesive headlines and visuals
- “I soliti idioti” spots should use a more careless and not aggressive language; “Ginnaste” spots should be less childish

MTV image further on renovation, complicity and entertainment