



Case Study: Tori & Dean Inn Love

## SheSpeaks is an effective marketing and research tool for media companies.



**tori & dean**  
INN LOVE



Oxygen Media is a 24-hour cable television network on a mission to bring women (and the men who love them) the edgiest, most innovative entertainment on television. With innovative shows from such diverse talents as Oprah Winfrey, Carsey-Werner-Mandabach, and Banyan Productions (Trading Spaces), Oxygen airs more original series and specials than any other women's network. Oxygen looked to SheSpeaks to get feedback on a new reality series – Tori & Dean: Inn Love, an inside look at Tori Spelling and new husband Dean McDermott, as they head past the Hollywood Hills to make a new start and open a B&B (all while Tori is 8 months pregnant). As Tori & Dean work on opening the hippest B&B in the universe, the series chronicles the couple as they try to adjust to small town life, befriend their neighbors, renovate their new inn, learn to run a business, plan a gala grand opening and become first time parents... all the while continuing to pursue acting roles and develop their careers.

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SheSpeaks conducted a test for Oxygen on their Tori & Dean: Inn Love series to obtain feedback from members about the series, based on viewing an episode before it aired on television. Oxygen was looking to understand the impact of watching Tori & Dean: Inn Love on "Intent to Watch" and "Intent to Recommend" measures through both pre and post research. In addition, the company was seeking to generate buzz about the new series among influential women.

### **Tori & Dean: Inn Love SheSpeaks Test**

Of the 1750 women in the test, the majority of the women were between the ages of 18-49, with about 50% of the population in the 18-34 range. More than three-quarters of the members selected for the Tori & Dean: Inn Love test have children and are married or in a partnered relationship. Household Income of the testers was broad and evenly distributed within the \$20K to \$89K range.

The test population was asked to watch a 22-minute episode of Tori & Dean: Inn Love

before it aired on television. To understand the impact of viewing the show, testers completed online surveys before and after watching the episode. In addition, test members were invited and encouraged to share their opinions of the show on a SheSpeaks message board customized for Tori & Dean: Inn Love. This also provided Oxygen with the opportunity to pose questions and obtain feedback in real time. The test achieved a 67% response rate.

*(please turn over)*

**80%** Almost 80% had never seen the show before participating in the test. Of those who had seen the show, most had only seen it once (8.2%) or a few times (8.7%).

**32%** 32% of testers had never even heard of *Tori & Dean: Inn Love* prior to the test.

**74%** Likelihood to watch increased by 74% after viewing the episode, and nearly 25% of respondents would make “every effort to watch the show”.

**110%** Likelihood to recommend increased by 110% after exposure to the episode, and well over 1/3 of testers are very likely (Top 3 Box) to recommend the show.

**583%** 12% of testers had recommended the show in the pre test, but 70% planned to recommend the show after watching the episode – an increase of 583%.

**6.2** On average, respondents plan to recommend the show to 6.2 friends, family or colleagues.

## Results

The *Tori & Dean: Inn Love* test proved that product sampling is a powerful tactic when awareness and trial is low among the target audience. Prior to launching the SheSpeaks test, likelihood to watch and recommend the show was very low. However, after watching one episode of the show, women’s likelihood to both watch and recommend the show to friends, family and colleagues dramatically increased.

Almost half of the women in the test population (49%) said they enjoyed watching the show. In addition, the test created advocates for *Tori & Dean: Inn Love*, as test participants connected with other women to recommend the show and even changed their own behavior to ensure they would see future episodes of the show.

Oxygen also looked to the SheSpeaks test to help inform future seasons of *Tori & Dean: Inn Love*. The network had several ideas but were concerned they were not necessarily going to be interesting to the viewing audience.

By soliciting ideas for Season 2 from test participants, Oxygen was able to confirm what women would find compelling in future episodes, as well as gain valuable feedback on the current season to help ensure the show remains engaging and plausible.

Overall, after watching one episode of *Tori & Dean: Inn Love*, respondents gave the show a rave review, with a large proportion (43%) scoring the program in the Top Three Box, and 41% reporting they were very likely to watch the show. The test demonstrated that SheSpeaks testers are natural connectors and a testament to the word-of-mouth marketing concept – well over one-third of the respondents were very likely to recommend the show to friends, family or colleagues, and stated recommendations increased by 583% over the pre-test level.

## Client Feedback

“The information [provided by SheSpeaks] was very helpful because it confirmed some of the thoughts and ideas we had about the show. The SheSpeaks responses reinforced the need for some content and changes we were planning to implement. It was certainly good to hear and see those priorities in writing. This was really helpful and I would do it again...in fact, we have another new show in mind.”

--Oxygen

## What SheSpeaks Testers Said...

*“I was very caught up by this show. It was fun and very entertaining. I will be watching this from now on. Thank you for bringing my attention to it.”*

*“I never intended to watch it when it aired on TV but after I started watching it, I could not stop! It is really interesting. I am sure I am hooked to it now!”*

*“I wasn’t expecting to like this show but I really did! I don’t think I would have tried to watch it otherwise, but now I hope to be able to find it when it does go on the air.”*

*“That was definitely a show that I would set my clock for. I love it. I can’t wait to see what happens next.”*

*“I liked this show. This is the first I’ve heard of it. It’s entertaining and seems to be real and not staged like some reality shows seem to be. I would definitely consider watching this series again.”*