

*To whom it may concern,*

After meeting with your BYUtv team, my team and I were able to gain an understanding of your business and we feel confident in what the next steps look like for your company. As far as concerns we have, though we do understand that rebranding BYUtv and your content is a viable desire, we think you should hold off on any final rebranding decisions until we have the appropriate research to back up your plans moving forward.

This is where my team and I would like to help. We want to conduct appropriate research in order to help you structure how you would like to rebrand BYUtv. In the advertising world we typically will start by listening and retrieving intel about the problems and concerns our clients are having and need help addressing. After having our meeting and listening to your questions and concerns we then move forward by narrowing it all down to one primary problem and conduct research around it.

The way we decide on the primary problem is by performing an analysis on the five key areas of your business and determining what is working and what is not. The five key areas are, Company, Collaborators, Customers, Competitors, and Climate. With this, we have indicated based on your explanation to us, that one of the biggest barriers BYUtv has revolves around your understanding of your current customers and the customers you would like to reach moving forward. We also noted that in our meeting, you stated your desire to better understand BYUtv's current audience. Based on this discussion and the other concerns discussed, it can be safely concluded that an analysis of your audience is necessary in order to make a successful branding shift. This way, BYUtv will utilize our research and have a clearly defined direction to take for your brand and platform moving forward.

Now that the focus problem has been defined, the next step is to conduct research that will help give as much information as possible about BYUtv's current audience and research about the audience you want to reach. Regarding the different research methods we will take moving forward, we plan on implementing a few different strategies. We will start by collecting all the data you have about your current subscribers and formulating what they all have in common to formulate a target audience. Once this is done, we will fabricate a survey on behalf of BYUtv with questions that identify your target audience's motivations, attitudes and interests, and what most influences their commercial behavior. We will also make sure to include questions that will highlight the non-Utah residents who take it so that we can use the insights from them in order to retrieve insights that will allow you to better brand and advertise to this audience in the future.

My team and I feel confident that by narrowing down your questions and concerns to a central problem, like who your target audience is, we will be a lot more efficient in helping you get the answers you need to successfully rebrand BYUtv.

*We appreciate your willingness to work with us.*

