

A photograph of four young women sitting at a red table. The woman on the far left has dark hair and is wearing a black top. The woman next to her has long blonde hair and is wearing a black top with buttons. The woman in the center has long dark hair and is wearing a white t-shirt, with her hands clasped above her head. The woman on the far right has dark hair and is wearing a yellow top. The background is a wall with a red and white zigzag pattern.

BBC

FEMALE TALENT BRIEF

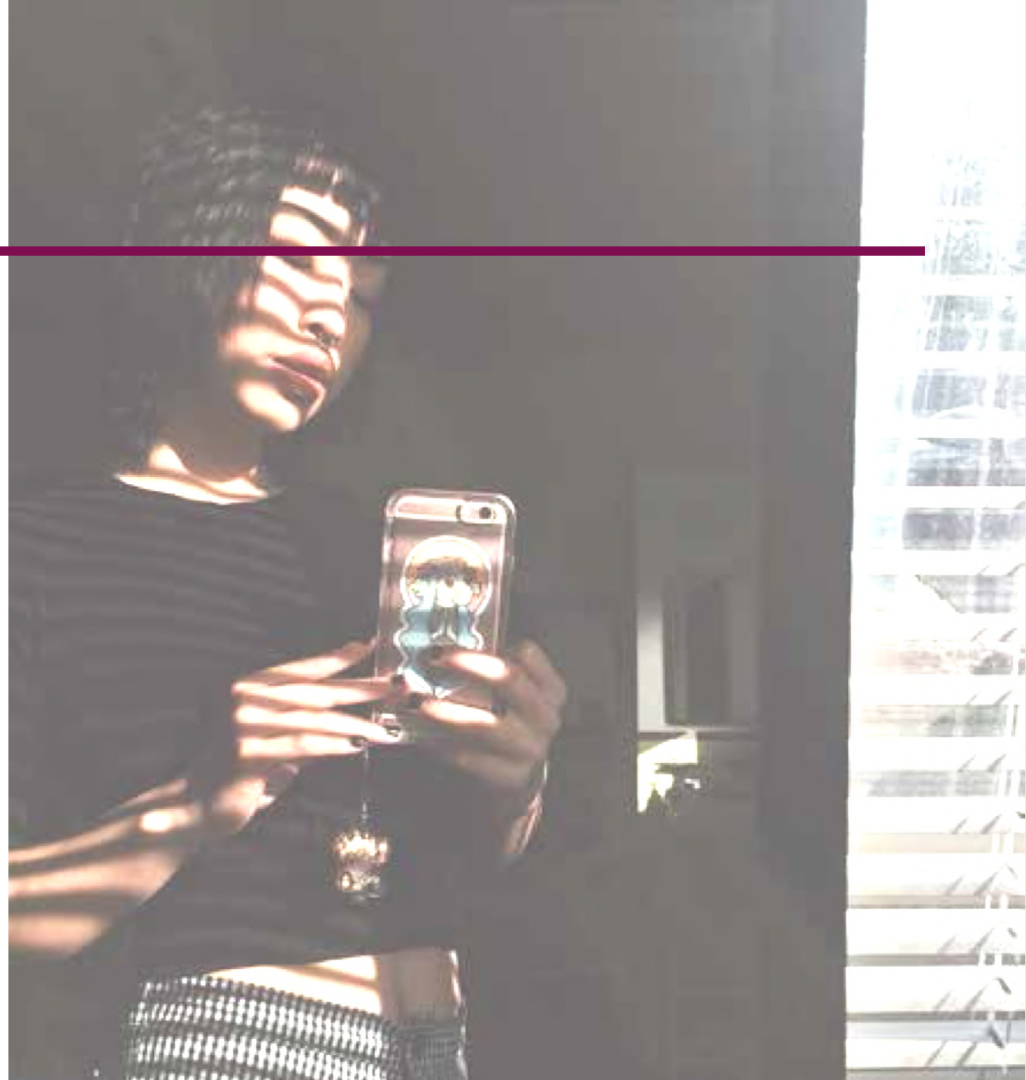
THE AUDIENCE

This pack contains audience insights for 16-24 year old, modern mainstream* females and opportunities to engage them in BBC Sounds/ Radio.

To understand the audio this audience would respond to, we have started by looking at:

- The world for young people
- The content shaping their identity
- Valued audio content

***C2DE** is a term used in market research, media and advertising industries to describe those from what is often called a 'working class' background – part of what we are calling the '**Modern Mainstream**'. This group makes up nearly half of the UK (they account for 45% of the population) and this proportion has remained relatively stable since about the 2000's.



THE WORLD FOR YOUNG PEOPLE

UNPREDICTABLE & UNSTABLE



CONSTANTLY CHANGING SOCIETY

Many feel the pressure of staying 'woke' and struggle to keep up with the change.



HIGH PRESSURE YOUTH EXPERIENCE

Many feel huge pressure & desire to succeed, but the path to success is often unclear.



IMPACT OF SOCIAL MEDIA

In our hyper connected 'always on' world, social media is being used to create and manage the identity of young people

To help navigate this ever changing, highly pressurised, 'always on' world, young people seek out valued content that reflects them and helps shape their identity

WHAT IS IDENTITY SHAPING CONTENT?

Identity shaping content helps young people work out: Who am I? and What's my place in the world?

WHO AM I?

- Helps me work out what I think about the world, what's important and what I stand for
- Gives me more of an understanding so I feel confident to have an opinion
- Helps me learn things that I can directly apply to my life
- Helps me think about my own life and who I want to be

2 DOPE QUEENS



WHAT'S MY PLACE IN THE WORLD?

- Covers issues that are important to society
- Shows me a world beyond my own
- Reflects the diversity of the world we live in
- Gives me things to talk about with my friends and family

WHAT DO YOUNG PEOPLE VALUE IN AUDIO?

Top drivers of value for young people in audio...

- About the things I am passionate about
- Covers issues I think are important to society
- Helps me learn things that I can directly apply to my life



- Tackles issues that aren't necessarily spoken about
- Gives raw and honest opinions
- I know it will fit my mood

TERRITORY 1: INFLUENCERS GET REAL

Influencers open up and share some home truths, inviting listeners into their inner circle

tone

Honest
Conversational
Friendly
Chatty

topic

Social media mishaps
The downsides of 'social'- dark sides of social media/ combatting this
'What's trending?'-decoding/trying the latest social media trends
'Is it true that'... answering some of their most ridiculous questions

treatment

Real life anecdotes
Social media celebrity guest stars
Non- celebrity guests – family/ friends etc.

Examples:



TERRITORY 2: GIRLBOSS

Aspirational tales and tips from inspirational women

tone

Inspiring
Down to earth
Straight talking & honest
Encouraging not patronising

topic

How to...(succeed/be happy/de-stress/stay motivated)
'Crash and burn'- biggest failures before success
'When I grow up'- stories successful women wish they could have told their younger selves
'Then vs. Now'- what successful women wanted to be when they were younger vs. what they are now and how they got there

treatment

Real life success stories
Interviewing other #girlbosses
Inviting the public to be part of the conversation (website/
social media/ suggesting guests)

Examples:



TERRITORY 3: CELEBRITY PASSION PODCASTS

The topics, ideas and causes well loved celebrities want to talk about

TONE

Honest- 'tells it like it is'
Relatable
Informative/ educational

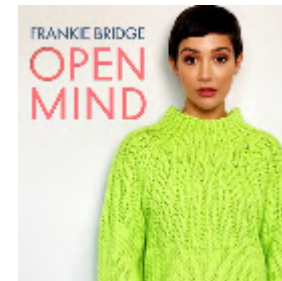
TOPIC

Anything they are genuinely passionate about
Must be relatable & of interest to the audience

TREATMENT

Include personal anecdotes/ experiences

Examples:



TERRITORY 4: COMEDY QUEEN(S)

Banter, wind-ups and laughs with new voices in online comedy

TO NE

Self-deprecating
Politically incorrect
Outrageously honest

TOPIC

'I said what?'- past quotes/ stories/ status's on social media
Pranking friends/family/ listeners

TREATMENT

Personal anecdotes
Unscripted
Mini skits

Examples:

2 DOPE QUEENS



WNYCSTUDIOS

