

Trusted Media Brands, Inc

Elevating Consumer Trust with Reader's Digest

A Trusted Media Brands, publisher of Reader's Digest, among other lifestyle brands, has maintained an online insights community, Inner Circle for the past five years. They originally engaged Fuel Cycle with the intent of facilitating the process for regular subscriber surveys across all its media brands, and to allow for more qualitative exploration among consumers. Since its inception, the Trusted Media Brands Inner Circle has become a coveted resource across the company, valued by the advertising sales team as well as editors, book publishers, digital content creators, marketers, and product developers. The Insights team has done hundreds of surveys, promoted contests, and gleaned insights on far-ranging topics from pets and DIY projects to cooking and healthcare.

The Challenge

A leading mobile telecommunication company approached Reader's Digest looking to engage an audience of age 55+ consumers and educate them about cyber security topics such as phone scams. They wanted to leverage the trust of the Reader's Digest brand and test the idea of a virtual event among target consumers. The event would integrate the mobile service provider and elevate trust in their company and consumer solutions, particularly the brand's scam protection product.

The Solution

The first ever virtual event, coined a 'RendeZoom' was launched in January 2021. The idea was based on an understanding that protecting oneself from scams is an important topic for older adults and that the mobile telecom company could make the greatest impact and provide value in an intimate, exclusive virtual event setting. Moderators for the event included a Senior Editor from Reader's Digest and an Identity Theft & Cyber Security expert. Members of the Trusted Media Brands Inner Circle were screened for their interest in attending a virtual event and asked to provide the questions they had about phone scams as well as the topics that interested them most.



Fuel Cycle Product
Community



94%

of participants
would share with
others



Community is
a value add
for **Partner**
Relationships

A second qualifying screener included more detail about familiarity with video conferencing and participating on video.

A discussion guide was developed based on participant submitted questions and multiple rounds of screening resulted in a final list of invitees. Qualified Inner Circle members received an email invitation with registration instructions from Reader's Digest. Thirty members participated in the 45-minute zoom event and listened to expert advice on how to protect themselves from mobile phone scams.

Results

After the event, members received a Phone Scams Tip Sheet highlighting the key ways to protect themselves and recognize scams. A post-event satisfaction survey conducted within the community platform showed participants felt they learned something new (97%), became more aware of scams (90%), and felt more positive toward the mobile telecom brand (87%). 94% said they would share what they learned from the event with others, following a key recommendation of the moderators.

The Reader's Digest marketing team also created additional content for the telecom company including a website article for RD.com, a custom email to Reader's Digest readers, and a series of three 30-sec social videos using material from the recorded 'RendeZoom' session. Reader's Digest expects to build on their partnership with the mobile service provider and considers the 'RendeZoom' concept a feature for Trusted Media Brands and Reader's Digest to help partners get closer to and provide value for customers.

Community is Coveted Across the Company

Advertising Sales Team
Editors
Book Publishers
Digital Content Creators
Marketers
Product Developers