

synthesis Audiences

Who are my *growth* audiences,
and how do I connect to their passions?

For brand growth
think *beyond* the
fans you know.

F1 AUDIENCE 2017



F1 AUDIENCE 2021

F1 AUDIENCE 2024



Two brands we helped to think beyond.



For the next *generation*.



For the next *geography*.

NETFLIX



For the next *generation*.



F1 had a passionate fandom



... but needed to grow with a younger audience to ensure continued success.

2017: Liberty Media takes over

Our team partnered to identify new audiences beyond motorheads from gamers to pop culture fans, to build a sustainable growth strategy.

In 2024, F1 estimates that 42% of its 750mn fan base is under 35 years old. Female fans have increased to over 41%

Netflix was positioned to grow
their Anime portfolio



**...but needed to look beyond niche fandom
in Japan to maximise size of the prize.**

2018: Netflix actively push Anime

We partnered to identify, prioritise and connect
with growth opportunities beyond their known
audiences, leveraging different entry points.

**2025: Netflix has become the home of
Anime. 50% of global users watch Anime,
tripling over the past 5 years.**



For the next *geography*.

NETFLIX



By thinking beyond *who they know today*, they identified new addressable markets.



By thinking beyond *their category*, they connect meaningfully and built enduring relationships.



Synthesis Audiences is a single source of truth designed to unite and inspire teams across functions.

1

Strategy

Identify and prioritize growth audiences based on size and affinity to your brands.

2

Marketing

Identify communication hooks to connect deeply with new audiences.

3

Partnerships

Unlock audiences authentically through the most relevant influencer and brand partnerships.

4

Media

Optimize media buying with precise targeting specs and track effectiveness against target audiences.

Discover growth pathways, and build a rich understanding of your target audience.



Find your next growth audience.

Where will my next growth come from?

Where do I have the right to play vs. competitors?



Tailor products for target audiences.

What are my audiences' needs and tensions?

What is available to them today, and where are opportunities to elevate?



Craft effective messaging & assets.

What are my audience's values and motivations?

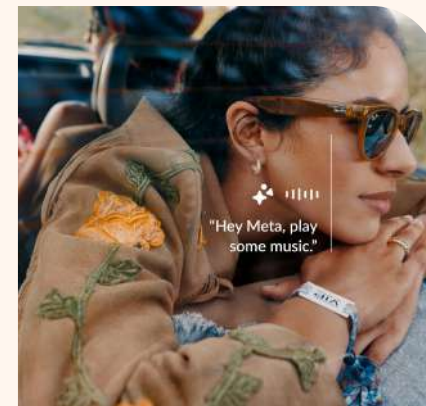
What type of content hooks, formats and tone of voice will connect?



Inform influencer partnerships.

Which influencers will connect best with our core vs. growth audience?

Who fits best with my brand/ product?



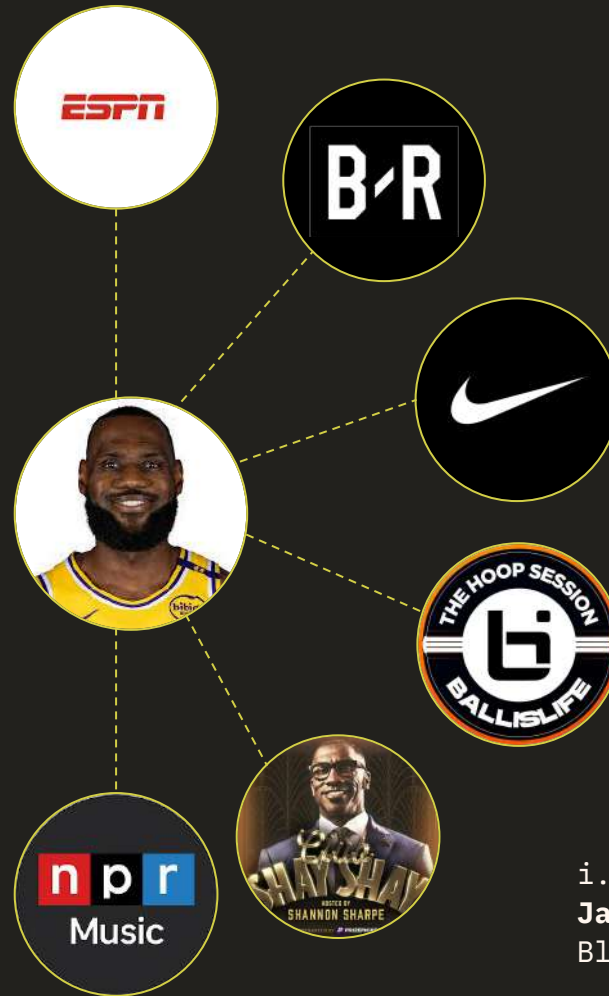
Inform commercial brand partnerships.

Which brands do our audience have high affinity for?

Who could unlock a new audience for us?

Based on the online behavioural patterns of millions of people, we can calculate the likelihood that the **audience of one cultural property will also engage with another.**

We call this **Affinity**.



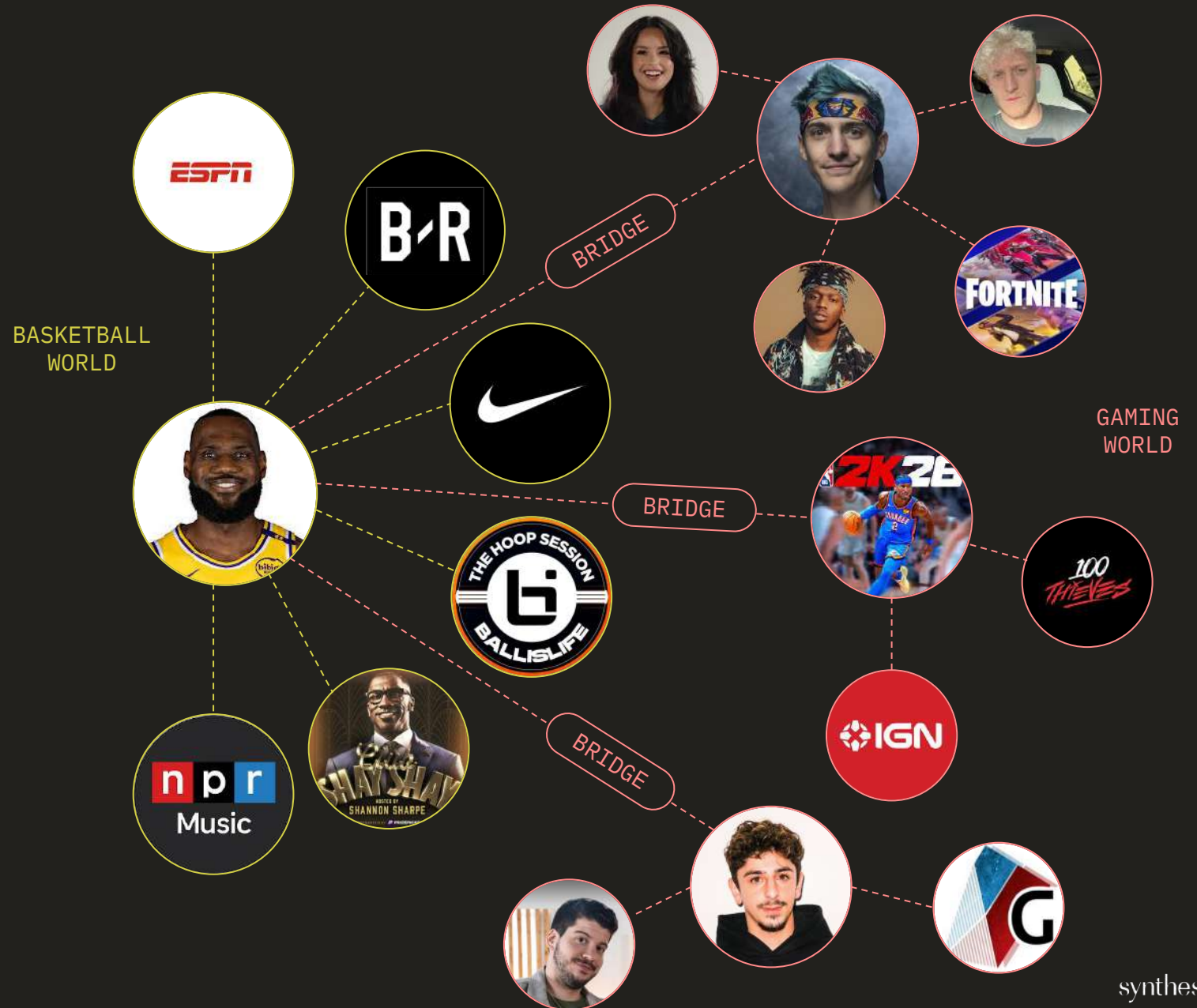
i.e. Someone who follows **LeBron James** is likely to follow ESPN, Bleacher Report, and Nike.

Affinities reveal pathways to connect with audiences.

Understand the wider world of an audience based on their behaviour and interests.

Affinities can also be used to identify entry points into new audiences.

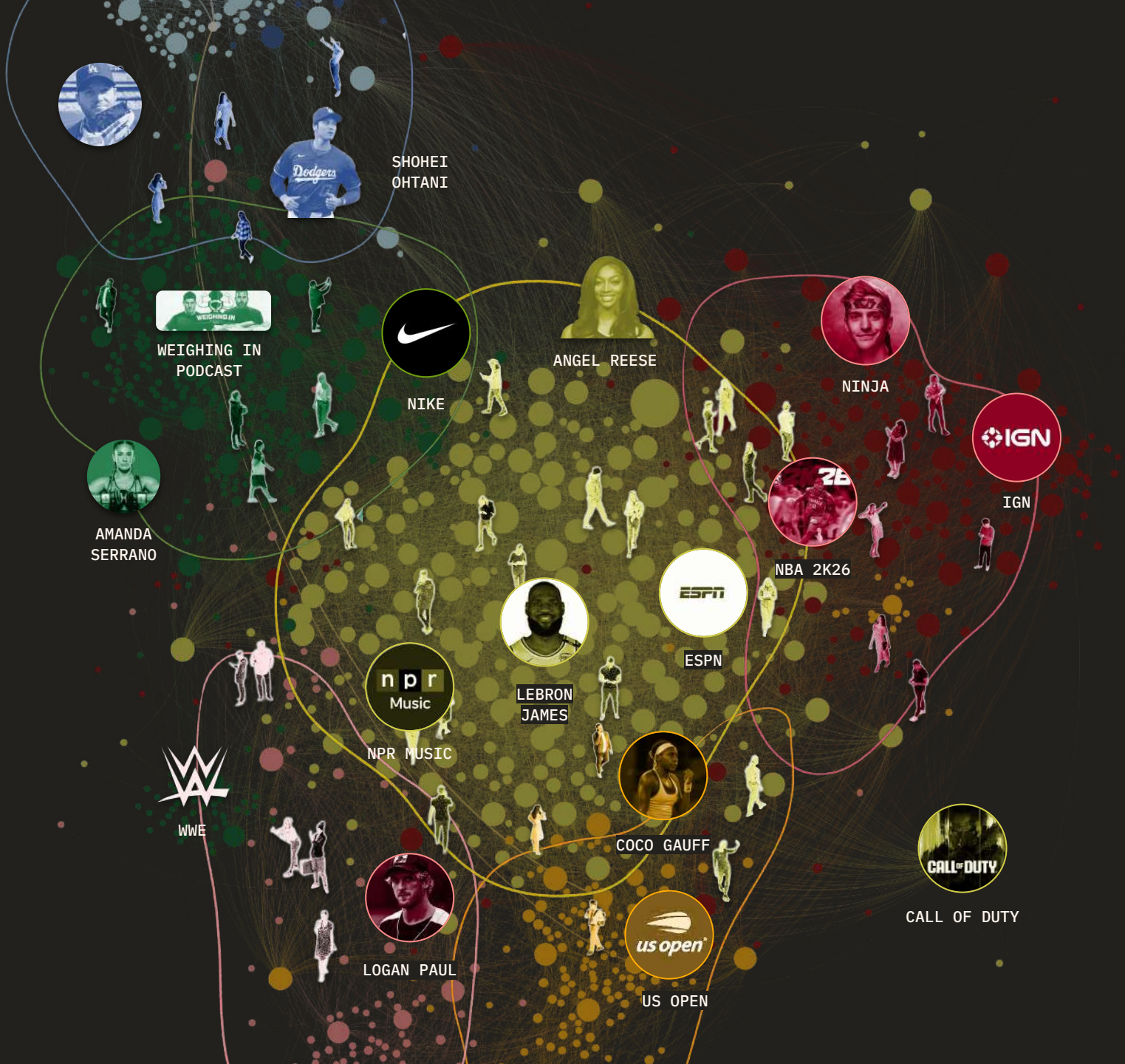
We call these **bridges** - overlapping interests connecting distinct audiences.



Enabling you to spot distinct clusters of addressable audiences

Using Network Theory, visualise everyone with affinity to your category — no matter how lightly — and spot surprising connections.

This helps brands discover growth audiences that are less obvious or expected.






WNBA |

Discover your core audience.

Locate where your brand sits on the landscape with a simple search. Which Audience does your brand connect with most strongly today?



VIBE CURATORS
AFFINITY: 8x



EQUALITY DRIVERS
AFFINITY: 10x

DIGITAL DISCOVERERS
AFFINITY: 5x

Discover your growth pathways

Identify the next closest growth opportunity.

Which other Audiences are already engaging with and have affinity for your brand?

Sequence opportunities based on how close in or far out the audience is from your core.

VIBE CURATORS
AFFINITY: 8x

They follow the players as cultural icons - from fashion collabs to podcast appearances. Sports is a mirror of what's shaping pop culture and identity today.



DIGITAL DISCOVERERS
AFFINITY: 5x

Connecting with the cultural zeitgeist through the algorithm: highlight reels, crossover moments, or viral commentary. Highly shareable experiences on and off court keep them engaged.

EQUALITY DRIVERS
AFFINITY: 10x

They rally behind visibility and equity women's sports - taking inspiration from athletes who drive the broader cultural movement for women in sports.

Connect on a deeper level.

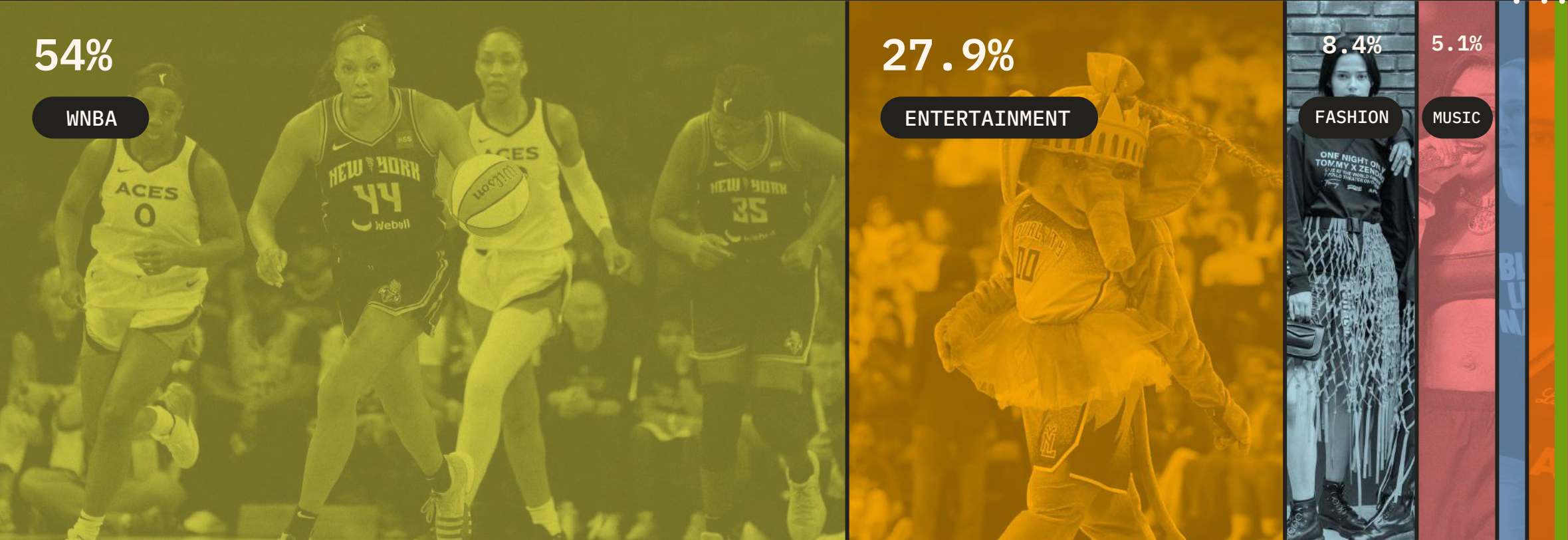
Speak with the right hooks to connect. Build empathy with what drives the audience and their preferences — within the category and beyond.

Show up in their world to make them care. Identify touchpoints to connect with them in their wider world of passions.

Understand your consumers' world, *in granular depth.*

What are their *passions* ?

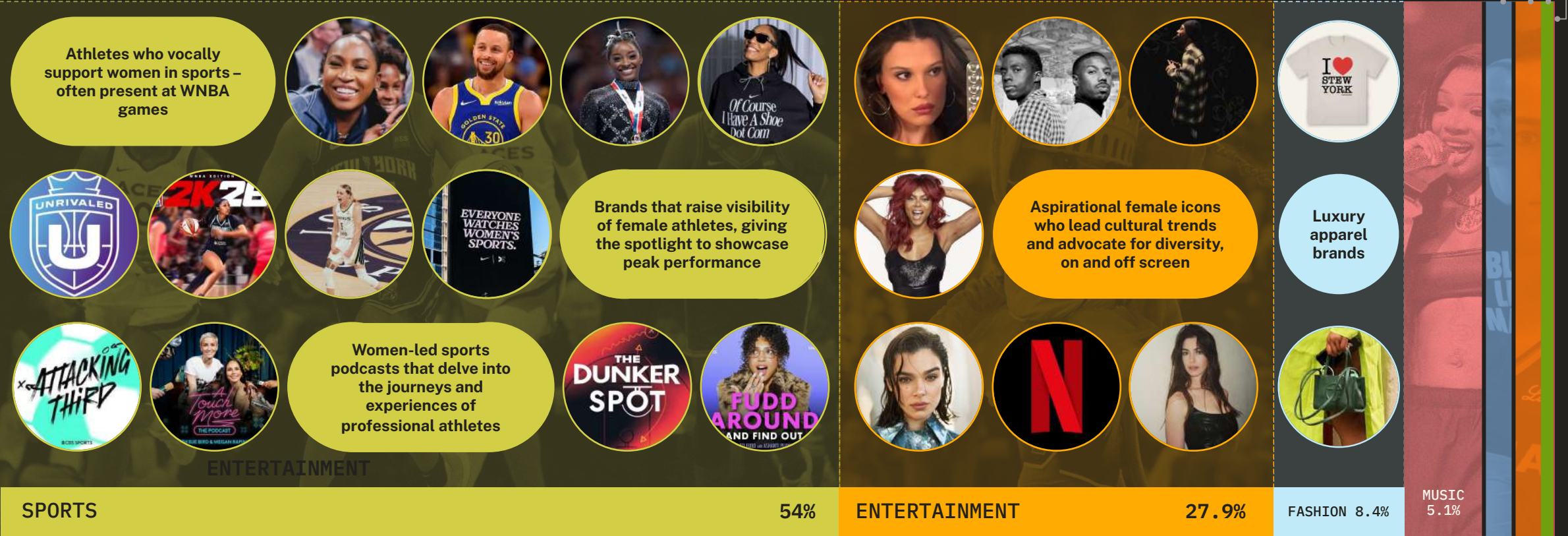
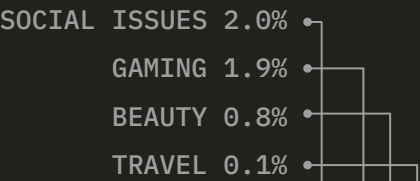
BREAKDOWN OF INTEREST SPACES FOR **EQUALITY DRIVERS**



Understand your consumers' world, *in granular depth.*

Who are the *brands, media, people* that play in this world?

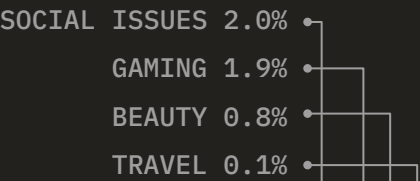
IN DETAIL: INTEREST SPACES FOR **EQUALITY DRIVERS**



Build empathy with your consumers' world, *in granular depth.*

How do they *engage*?

IN DETAIL: HOW **EQUALITY DRIVERS** ENGAGE WITH THEIR INTERESTS

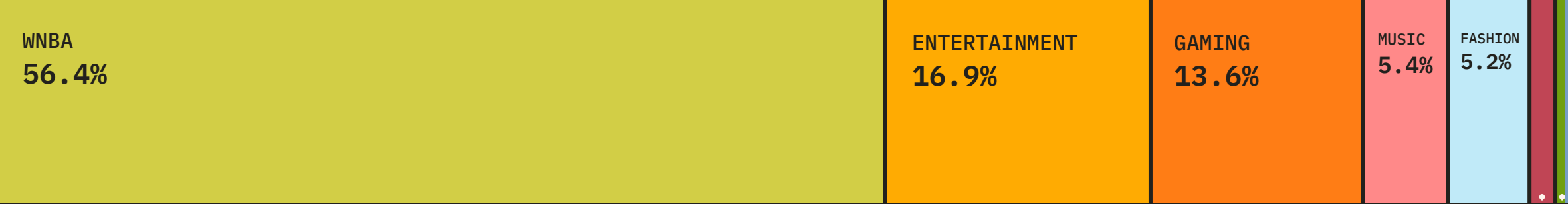


Passions manifest differently across Audiences – offering *different touchpoints* to connect with.

EQUALITY DRIVERS SEGMENT



VIBE CURATORS SEGMENT



The world of your audience, **at your fingertips.**

List of properties that the Audience engages with

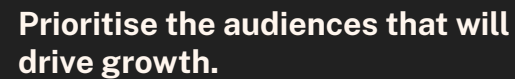
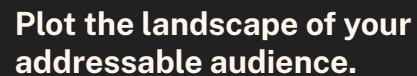
Channel	Category	Description	Subscribers	Artist Content	Scene Believers	Soul Seekers
	Sony Pictures Entertainment	Entertainment, Movies	Welcome to the official channel for Sony Pictures Entertainment. Subscribe now to get...	7,440K	TRUE	<div>0</div> <div>75</div>
	CBR	Entertainment, Movies, Lifestyle	At CBR, we dive deep into Marvel Plot Theories with in-depth plot analysis, and predictions...	4,190K	FALSE	<div>0</div> <div>72</div>
	Kristian Harloff	Entertainment, Movies, Humor	Comedy and Pop Culture News. Welcome to the Kristian Harloff Channel! On this channel you...	168K	FALSE	<div>0</div> <div>67</div>
	Marvel Entertainment	Entertainment, Movies, TV Shows	Marvel is committed to bringing great stories, characters and experiences to fans all over...	21,000K	TRUE	<div>0</div> <div>59</div>
	New Rockstars	Entertainment, Movies, TV Shows	Hosts Erik Voss and Jessica Clemons break down movies & shows from Marvel, Star Wars...	4,160K	TRUE	<div>0</div> <div>54</div>
	JoBlo Superheroes	Entertainment, Movies	JOBLO SUPERHEROES features all of the latest breaking superhero-based movie trailers, clips...	1,910K	TRUE	<div>0</div> <div>53</div>
	Screen Rant	Entertainment, Movies, TV Shows	Screen Rant debuted in 2003 and has grown into the largest source of breaking entertain...	8,470K	TRUE	<div>0</div> <div>52</div>
	ScreenCrush	Entertainment, Movies, TV Shows	We give you Breakdowns, Analysis, Easter Eggs and Video Essays about your favorite movies...	1,680K	TRUE	<div>0</div> <div>50</div>
	KinoCheck.com	Entertainment, Movies	KinoCheck - Your Channel for all Movies! Movie content doesn't get any better than here!	4,730K	FALSE	<div>0</div> <div>47</div>
	MovieGasm.com	Entertainment, Movies	Visit the official website https://moviegasm.com Guest Writers/Post are welcome and encoura...	2,560K	TRUE	<div>0</div> <div>45</div>

Affinity Score by Audience

Description of who and what the property is, including category and type

Show 1000 more rows of Cultural Properties

Identify *growth pathways*



100%

SOCIAL ISSUES 1.9%
GAMING 1.8%
BEAUTY 0.8%
TRAVEL 0.1%

54%
SPORTS

27.9%
ENTERTAINMENT

8.2%
FASHION

8.1%
MUSIC

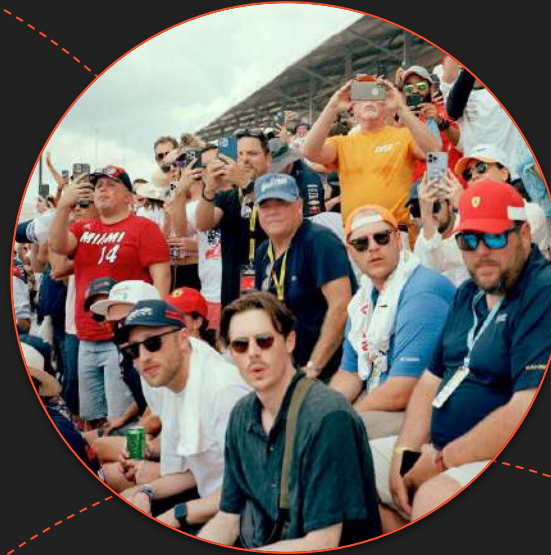
Connect in the most relevant ways.

Think beyond the fans you know.

*To grow your brand with new
audiences*

audiences@synthesis.partners

linnah@synthesis.partners



Follow us for our
latest updates



www.synthesis.partners

LinkedIn @synthesispartners

Instagram @synthesis.partners

synthesis

Partners



GUINNESS



NETFLIX



amazon music

We help *future proof* business by making sense of the world's data.