



MEASURING THE NEW ERA OF FANDOM

A new syndicated research solution that looks beyond the traditional platforms, helping brands understand and measure how Canadians discover, engage with, and build fandom across today's rapidly evolving sport, entertainment & sponsorship ecosystem.

What makes CultrIQ™ unique and different from other syndicated research solutions:

- Looks beyond traditional media to cover digital, live, social, and interactive formats
- Nationally representative sample with a additional Gen Z and Millennial boosts, diving deeper into key audiences, target groups, large Metros/DMA's.
- Consistent, comparable metrics enabling benchmarks on engagement, preferences, and behaviour across passion points

ANSWER KEY QUESTIONS

- How consumers are discovering new content.
- The role of events, creator content, podcasts.
- Fastest growing formats with key audiences.
- Where does your brand need to live.
- Where matters most to Gen Z.

UNDERSTAND TRENDS

- Fandom across passion points.
- Engagement behaviour.
- Content consumption landscape.
- Emerging Ecosystems.
- Brand relevance and opportunity.

TAKE ACTION

- Proactively approach property partners for early adoption.
- Adjust asset mix mid-deal to optimize spend.
- Create new content and stories to drive impact.
- Right-size spend to reflect market reality.

For close to three decades, Lumency has been a leader in delivering strategic, data-lead consulting to clients. With that as our foundation, we now bring insights that showcase the next generation of connection points that will matter most to brands.

Find out how you can connect your brand with new and emerging platforms that consumers care about now and into the future.

Curious? Have questions?

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