# BBC

**RED C UK & BBC Studios: Presenting The Evolution of Affluence**

Wednesday, 9th October, was a big day for the RED C London team, as we saw our latest global research presented at the BBC Studios Upfront event in the iconic BBC Radio Theatre. The event gave us an inside look into one of the world’s most influential broadcasters and how research can shape its future direction.

The highlight for our team was Ursula Horne’s presentation of The Evolution of Affluence, a thought leadership project developed by RED C in collaboration with BBC Studios. This extensive research delved into the behaviours, motivations, and mindsets of the world’s most affluent audiences, using a mix of digital intelligence, social listening, and quantitative research. Through Principal Component Analysis and segmentation, we unearthed exciting new opportunities for brands to connect more meaningfully with affluent consumers.

Our findings offered critical insights into the purchasing habits of this key demographic and, more importantly, what drives their decision-making. For advertisers, understanding these nuances is invaluable for creating targeted campaigns that resonate. Watching our work take centre stage in such a prestigious setting was a proud moment for the entire RED C team and reaffirmed the essential role that research plays in shaping successful brand strategies and communications.

One major theme of the event was the BBC’s role in fostering trust, bolstered by their compelling research. According to their findings, 84% of people said that seeing an ad in the news made them trust the advertised brand more, and an impressive 86% of people planned to take action after consuming BBC StoryWorks branded content. This underscores how crucial truth and trust are in fostering consumer confidence. This sentiment similarly rings true, in our work in research where our success stems from continuously delivering insights guided by evidence.

It was also great to hear from industry icons like Nick Grimshaw and Ella Woodward on how their brands grew with their passions and audiences over time. Experts in the field, Professor Alex Hill and Shazia Ginai, spoke on the importance of brand for long running success - a lesson we apply every day as we support our clients’ growth

Interspersed with our research and the speakers, was Clive Myrie beaming in live from Jerusalem to speak about the importance of brand trust - minutes before fronting the Six o’clock News on BBC1. A very exciting moment for everyone in the audience!