

Golf Channel + Ignited Tee-Up Mobile Video to Drive Tune-In & App Downloads



THE OBJECTIVES

- Drive viewership for the 1st PGA tournament of 2013
- Build on the unique positioning of the final round telecast, airing in primetime, opposite the NCAA BCS Championship on Jan. 7
- Make the Golf Channel HTOC top-of-mind at a time when sports fans are focused on football & basketball
- Build hype with big, dynamic, compelling & engaging mobile ad executions across tablets & smartphones
- Drive app downloads on iTunes for the Golf Channel app, a top-ranked sports app

THE EXECUTION

- Leveraged AdColony's Instant-Play™ HD video ad network, where videos launch without ever buffering
- Combined a rich media "Dynamic End Card" display ad with the HD video, allowing users to interact with images of their favorite HTOC athletes
- Maximized tune-in with a "Remind Me" feature which programmed users' devices and notified them of the air dates/times, & promoted Golf Channel app installs
- Targeted fans within popular football & sports-related apps, stealing the scene from competitive programming

THE RESULTS: THE GOLF CHANNEL + IGNITED TURN IN A WINNING SCORECARD



796,000
Completed
Video Ad Views

BRAND IMPACT



3,316
Hours of Video
Ads Watched



21,300
Taps to Add Calendar
Reminder or Download App

ENGAGEMENT



2.7%
Click-Through
Rate