



Capitalize on pop culture events to promote a new show to a young female audience

Leading up to its premiere on March 31, 2015, TVLand wanted to generate awareness about the show among an audience of Generation X and millennial females.

Approach

TV Land worked with Adaptly to reach users around 2 big entertainment events that aligned with *Younger*'s core audience: the Oscars and the release of "50 Shades of Grey." We used Promoted Video on Twitter to showcase sizzle reels and steamy love scenes from "Younger" — content that would be interesting to women talking about "50 Shades of Grey" and the Oscars. We used a mix of keyword, interest and TV targeting to ensure that it reached the right users.

- Align with events based on your target audience: capitalized on pop culture moments that would help us jump into existing conversations with lots of social chatter.
- Capture attention with Promoted Video: quick, snappy trailers highlighting the premiere date, cast and scenes from the show helped generate engagement and excitement.
- Use Twitter's targeting tools to reach the right users: Adaptly created a combination of targeting tactics to ensure that TVLand reached a large but relevant audience during this campaign.

Results

The Oscars videos received a 5.5% view rate while the "50 Shades of Grey" received a 3.2% view rate. There was a 70% completion rate for videos promoted for the Oscars and a 34.6% completion rate for videos promoted around "50 Shades of Grey." The premiere on March 31 was ranked #4 on the Nielsen Twitter TV Ratings for series and specials and garnered over 1 million impressions on Twitter.



Ranked #4 on the Nielsen Twitter TV ratings



1 million impressions



5.5% view rate for the Oscars

Testimonial

"We knew women would be talking about these moments on Twitter, and we wanted to find a relevant way to join the conversation."

Kristin Mirek,
VP, Multi-Platform
Development & Marketing
at TV Land