DOMINO'S UK ENGAGE TV AUDIENCES ON TWITTER

Twitter is increasingly becoming the second screen for TV advertisers. @Dominos_UK was one of the first advertisers in the UK to test Twitter's TV conversation targeting to compliment their sponsorship of the X Factor and around key sports events.

Peak engagement rate
23%

Brand mentions
24,000

Impressions
3MM+

ADAPTLY'S APPROACH

Working with Arena Media, Adaptly built an activation strategy aligning with TV ad schedules and creating a week-by-week testing approach.

- Create a mix of tweet messaging; programme-specific, brand focused & offer-led.
- Identify key programmes to reach Domino's target audience.
- Utilise the #BigNightIn campaign hashtag to drive conversation & buzz.

RESULTS

- The results of the campaign exceeded expectations with an average engagement rate of 5% and with spikes of up to 23% for individual tweets!
- Saturday night programming (X Factor + Strictly) and Football events were the top performing TV programmes.
- The test-and-learn approach allowed the team to be reactive and adaptable, increasing the engagement rate by 91% and reducing the CPE by 66%, in 6 weeks.
- Exposure of the brand name and hashtag steadily increased over the course of the campaign in-line with promoted tweet activity. Overall the number of @Dominos_UK mentions was higher than 24k.

KEY TAKEAWAYS

- To maximise the performance of TV conversation targeting, create programme specific messaging that engages the audience with your brand. Referencing specific programmes delivered engagement rates higher than generic messaging.
- Saturday night programming and Football events were the top performing TV programmes.
- The test-and-learn approach allowed us to be reactive and adaptable, increasing the engagement rate by 91% and reducing the CPE by 66%, in 6 weeks.