

How 300,000 people tuned into Sony 'Super Dancer' on TV after engaging on Mobile

CLIENT : SONY ENTERTAINMENT TELEVISION | PLATFORM : FACEBOOK

OVERVIEW

TV show promos are an integral part of reaching out to target audiences, especially for new shows. The challenge is making sure that interested audiences end up watching the show amidst an array of similar content in competitor channels. Sony TV's new reality show "Super Dancer" reached out to TV viewers via unique TV-to-Mobile targeting to meet this challenge.

As a unique Media-Tech organization, our own patent-pending technology allows us to accurately track the TV viewership of 40+ million users in India, across 650+ TV channels in real time. We are then able to engage with these users via programmatic and social platforms within 15 minutes of any TV content viewed, be it specific TV shows, movies, commercials or even languages.

Using advanced TV-to-Mobile technology we identified specific individuals who watched dance reality shows and Super Dancer promos on offline broadcast TV, and engaged with them online on their mobiles. Our technology bridged offline TV consumption with powerful mobile targeting and increased awareness for Sony's new show.

We got 13% of targeted users who previously didn't watch Super Dancer to actually tune in, all by engaging offline TV viewers in a way that's never been done before!

TARGET AUDIENCE

1. Hindi GEC audiences: People who watch dance reality shows on major GECs such as Colors, Star Plus and Zee TV. Sony wanted to maximize its viewership share among interested audiences in the Hindi GEC universe.
2. Sony TV Loyalists: People who watched TV promos of the newly launched "Sony Super Dancer".

RESULTS

200,000+

Sony TV engaged 2,000,000+ smartphone users with affinity for dance reality shows on broadcast TV + Sony's native content.

78%

78% of targeted audiences engaged on Facebook via views, likes, comments and shares.

13%

Super Dancer experienced 13% viewership rise on broadcast TV after targeting offline viewers on mobile

20%

20% of those who started the promo video watched it till the end (video-through-rates).

STRATEGY

Using our TV-to-Mobile technology, we ensured that Sony's fresh content reached viewers of the same dance reality genre that competitor channels offered. At the same time we targeted Sony TV loyalists who watched the promos and had high recall for the show. More engagement on mobile increased their time spent on broadcast TV, and both target audiences added to the show's viewership in just 20 days.

Using fingerprinting technology, ad-tech and proprietary algorithms, we were able to meet these unique targeting parameters:

- Identify people who watch Hindi dance reality shows on offline broadcast TV
- Identify people who watched Super Dancer promos on offline TV more than four times
- Engage ONLY with them by displaying Super Dancer promo videos on the homepage of their Facebook mobile apps

We banked on both recall and interest to create massive buzz and social media impact for Sony's new TV show.

EXECUTION

The identified those who fit the campaign target groups across our Audience Platform user-base of 40+ million smartphone users who opted in to the Zapr platform via partner apps and publishers.

We found 2+ million users who had watched Super Dancer promos 4+ times and also watched other dance reality shows on offline broadcast channels. We plugged the Super Dance audience base directly into Facebook and ran this highly targeted campaign to match offline TV viewership near real-time. Apart from monitoring the campaign on our internal platform, we built a reporting connector with Facebook to review performance and automatically refresh our audience pool on a daily basis, making necessary changes to (over)achieve the campaign goals.

Targeted users engaged with the new show via likes, views, comments and shares among their circles. This increased awareness on social media drove 13% to tune into Super Dancer on offline broadcast TV.

RESULTS AND BUSINESS IMPACT

- Sony TV engaged 2,000,000+ smartphone users with affinity for dance reality shows on broadcast TV + Sony's native content.
- 78% of targeted audiences engaged on Facebook via views, likes, comments and shares.
- Super Dancer experienced 13% viewership rise on broadcast TV after targeting offline viewers on mobile

- 20% of those who started the promo video watched it till the end (video-through-rates).
- Targeted users were analyzed across their consumption of 500+ TV channels. We understood their viewing habits across all the shows and channels they watched on offline broadcast TV. This data was profiled and stored in our servers to aid future brand engagement campaigns on mobile.

Reach out to us at hello@zapr.in to discuss your next data-driven campaign.

You can read more of our case studies [here](#). If you'd like to check out the complete suite of our user engagement offerings at Zapr Media Labs, visit our website.