

MSN case study:

Windows Live Messenger gives teeth to True Blood launch

Online video sharing and text reminder pulls in new season viewers

BRIEF:	Seed pre-release interest for Prime's new season launch of True Blood
CLIENT:	Prime Television
TARGET AUDIENCE:	25-49 year-olds
PLATFORMS:	Windows Live Messenger
AGENCY:	DraftFCB

Campaign overview

Going 'viral' is marketing's Holy Grail. But your story's got to be good if human transmission is to take a life of its own. In the digital realm, offering the right tools in a compatible environment goes a long way. When it comes to television shows, providing a taste of what's to come is the best approach to stoking interest. An excellent channel for this is online, where reaching a wide audience is cheaper, and social networking tools, like Windows Live Messenger, propagate viral transmission. Agency DraftFCB took things even further, integrating text functionality allowing interested viewers to receive a text message reminder of programming times.

Windows Live Messenger provided an audience receptive to entertainment cues and a leisure environment for easy discussion and video sharing.

MSN solution

Windows Live Messenger expanding half-banner video

Execution

A Messenger Expanding Half-Banner, with Messenger Video Share, spearheaded the two-week online campaign. Mobile number data capture provided subscribers with a launch day text reminder. Messenger users watched the 50-second True Blood video promotion presented in the Expanding Half Banner. Those inclined to do so clicked the Messenger Video Share feature to share the video, in real-time, with Windows Live Messenger buddies. This single-click option presented a strong viral capability and incremental awareness. A fully skin-able Messenger conversation window applied additional branding.

Results

In two weeks the Windows Live Messenger campaign delivered 732,900 impressions, which captured 14,395 click-throughs to the Prime Television website (1.96% CTR) and a 37.9% interaction rate (in other words, over one third of the click-through audience initiated the video, with five percent watching the whole thing).

Pleasing campaign planners was the high click-through rate (the highest of five online media properties used) and interaction – more than twice the A/NZ Eyeblander benchmark average for entertainment promotions served in vertical expansion formats.

Both video sharing and text reminders attracted valuable numbers.

Lessons

Agency DraftFCB says leisure environments are the place to impress audiences with entertainment messages. The very nature of Windows Live Messenger means the audience – around 750,000 active local accounts – is tuned to entertainment messages.

Simple one-click tools encourage sharing and perform best with a clear call to action. But with anything new, uptake needs overt encouragement.

The strong interaction rate was unsurprising – studies show videos possess greater stickiness and up to 30% longer dwell rates than standard creative.

