



# Advance/Watch Now Campaign

## Increase Live Tune-In for a New Cable Series

In order to promote the premiere and subsequent episode of a new series, a cutting-edge cable network called on TiVo to entice viewers and drive live tune-in.

### Situation:

The cable network embraced an advertising campaign to promote a new series, utilizing interactive program guide (IPG) banner ads with links to the series trailer, generating momentum for both the premiere and second episode.

### IPG Ad Units:

1. Five direct-to-video ad units over three days prior to the premiere.
2. One "Watch Now!" on premiere day.
3. Two video ad units airing the day before the second episode.
4. One "Watch Now!" on the night of the second episode.



## TIVO ADS CREATE AWARENESS.

Over half – 55 percent – of the premiere's viewers were exposed to the TiVo IPG campaign.\*



## TIVO ADS MAINTAIN MOMENTUM.

By week two, nearly 60 percent of the program's viewers were exposed to one or more of the IPG ads.\*



## TIVO ADS DELIVER TANGIBLE RESULTS.

The cumulative effect of the campaign generated a 144 percent incremental audience lift in week two live tune-in – including a 13 percent TiVo audience increase from week one to week two.\*

\*Source: Rovi Ad Insights, June 2014

## 1. ADVANCE IPG ADS FEATURING VIDEO LINKS INFLUENCE VIEWER TUNE-IN.

Direct-to-video ads prior to the premiere gave viewers a sampling of the program, contributing to a 123 percent incremental live audience lift due to ad exposure in week 1.\*



### Recommendation:

Advertise in the IPG to generate awareness and influence the live tune-in audience.

## 2. EACH AD UNIT BRINGS INCREMENTAL LIVE VIEWERS.

Nearly 25 percent of premiere viewers saw an IPG ad prior to premiere night only, while nearly 10 percent saw an IPG ad on premiere night only. 33 percent of week two viewers saw an IPG ad prior to the second episode only, delivering an even larger audience in week two.\*



### Recommendation:

Influence previously untapped viewers with direct-to-video linking to trailers leading up to the premiere, then switching to "Watch Now!" ad units on premiere day.

## 3. EXTENDED AD CAMPAIGNS BRING UNIQUE VIEWERS TO THE PROGRAM.

Nearly 60 percent of week two program viewers were exposed to one or more of the IPG ads. Cumulatively, the IPG campaign provided incremental lift of 144 percent for the second week of tune-in – a 13 percent boost from week one.\*



### Recommendation:

Extend run-of-system ad units over multiple episodes to enable deeper audience reach.

\*Source: Rovi Ad Insights, June 2014