



360 Campaign Example - VH1 Acceptable.TV



Background

- Wiredset was hired by VH1 to market Acceptable.TV in a 360 campaign that included marketing, advertising, and technology
 - **Marketing Focus** – Generate massive and widespread awareness for show
 - **Advertising Focus** - Maximize ROI and awareness while being unique with ads
 - **Technology Focus** – Brainstorm and create a compelling viral and interactive tool

Strategy

- **Marketing** - Contextually target the right audiences with compelling media assets
- **Advertising** - Dedicate half of media plan to cutting edge video advertising on social networks:
 - Bebo, Hi5, Piczo, among others
 - Other half spent on smart website takeovers and meaningful placements
- **Technology** - Since voting is the core of the show, we created a portable voting tool that can be embedded in websites and select social networks

Outcomes

- **Marketing** - Over 100 placements on influential websites across TV, Celeb, Entertainment, & Pop Culture Sites:
 - Two MySpace Comedy Features
 - Blog Posts on Google rose from 110 to 1,700 in 5 weeks
- **Advertising** - Video ads yielded a 14% Click Through Rate (420K+ video views on 3M impressions)
 - Standard advertising CTR is considered high performing at 1%
- **Technology** - Voting Widget has generated over 125,000 views to date