

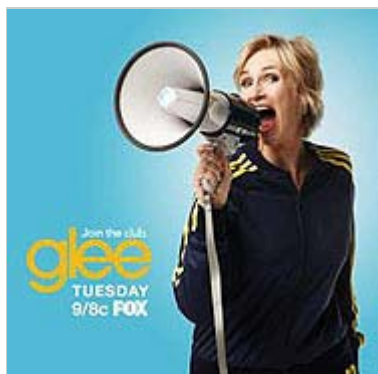
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Mobile advertising case study - Fox's Glee

By Dan Butcher

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Fox taps in-app ads to create buzz for Glee

Marketer

Twentieth Century Fox TV, Los Angeles, CA

Agency or marketing services firm

Fox made the buy directly with Gogii Inc., the company that created the [textPlus](#) application for Google's Android and Apple's iPhone, iPod touch and iPad.

Campaign/program name

Glee—Season 1, Glee—Season 2

Duration

Season 1: August–October, 2009

Season 2: April–June, 2010

Common short code and keywords used

No short codes—keyword tracking of “glee” mentions within textPlus conversations.



Glee Season 2 350X50 banners within textPlus

Objective

Season 1:

- ~ Promote the launch of the new Fox series Glee
- ~ Drive consumers to iTunes to purchase Glee cast songs, including a featured song of the week
- ~ Drive consumers to iTunes to view Glee directors cut videos and download full episodes
- ~ Drive tune-in Wednesday at 9 pm ET/8 pm CT

Season 2:

- ~ Drive tune-in Tuesday at 9 pm ET/8 pm CT
- ~ Drive consumers to iTunes to purchase Glee cast songs, including a featured song of the week
- ~ Drive consumers to iTunes to view Glee directors cut videos and

download full episodes

- ~ Drive consumers to iTunes to download the Glee iPhone application

Target audience

Everyone who watches TV with a concentration on youth.

Strategy

The strategy is to drive tune-in via an-application splash-screen interstitials every week on the night of the show, as well as teaser/download run-of-application media leading up to/after series launch.

The strategy was the same for Season 2, with an additional drive to get fans to download the Glee iPhone application, which was created by Smule.

A third of the creative real estate within the textPlus application is devoted to the timing of show, while two-thirds is devoted to driving downloads.

Gogii claims that, in addition to being featured on iTunes, textPlus has been the only mobile campaign for the show during the first two seasons.

Calls-to-action

- ~ Tune-in
- ~ Click to various downloads in iTunes—songs, episodes, directors cut, iPhone app (Season 2).

Tactics

- ~ Run-of-application media driving awareness building up to the season premiere.
- ~ Roadblock media on premiere night.
- ~ Run-of-application media throughout the season with a concentration on Wednesday driving tune-in at 9 pm ET/8 pm CT.

Here are examples of the Glee 300X250 ad unit that ran in textPlus:



Results

- ~ Thousands of songs and videos sold on iTunes.

What's next (new this season):

- ~ Season 2 iPhone application download drive.
- ~ Gogii has added a Glee public community on textPlus—see ILoveGlee.

Lessons learned

Gogii debuted a large splash-screen interstitial ad unit during this campaign, which it claims was well received. Since then, Gogii has run many splash screen/takeover campaigns within textPlus in entertainment and other categories.

Gogii debuted the metric “MPM” – Mentions per thousand users.

This measure is the company’s way of looking at mentions before, during and after a campaign.

The application developer saw a great echo in mentions after it ran Glee media on textPlus, underscoring the immediate awareness and word-of-mouth that advertising can build amongst the target audience within textPlus.

Gogii showed that a textPlus campaign can deepen passion and enthusiasm for a brand.

The company claims that it drove thousands of on-device downloads of Glee media, and learned that textPlus is a great way to reach users and track word of mouth within social media and conversations.

Surprise finding

Massive increase in “chatter” about Glee within textPlus—tracking keyword mentions, the more unique the keyword, the better the results can be.

Big opportunity to extend tracking for all advertiser campaigns and as a stand-alone service.

Strategy quote

“TextPlus has emerged as a powerful conversation engine where users converse around friends, family and shared interests,” said Michael Kirby, chief revenue officer of Gogii Inc., Los Angeles.

“We are delighted that Fox chose textPlus as a vehicle to bring Glee to millions of monthly unique users,” he said.

“The campaign works on many levels, inspiring Glee conversations within textPlus, driving tune-in each week and building direct downloads of Glee media, including music, episodes and the app.”