

Case Study: America's Next Top Model

Solve Media Drives Awareness & Tune-In for OMD Client The CW

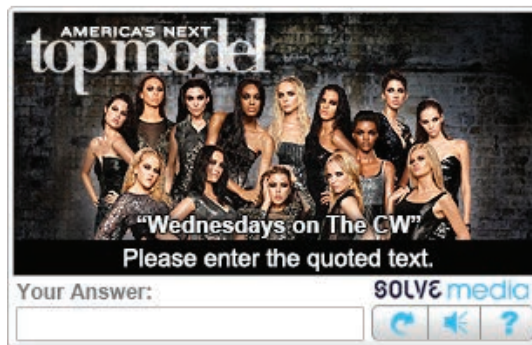
About The CW and OMD

The CW Network was formed as a joint venture between Warner Bros. Entertainment and CBS Corporation. The CW is America's fifth broadcast network and the only network targeting women 18-34. The network's primetime schedule includes such popular series as America's Next Top Model, Gossip Girl and 90210.

The Ignition Factory is a catalyst creative group within the OMD agency dedicated to 'thinking new and thinking different'. The Ignition Factory is a strategic and executional driver designed to keep OMD and its clients at the forefront of communications through technology, marketing and creativity across all platforms. The Emerging Media, Gaming and Mobile specialty units within OMD are housed within the group. They will test new forms of media and, if successful, will evangelize across OMD.

Key Benefits

- » **82% lift:** Where can you watch new episodes of "America's Next Top Model?"
- » **58% lift:** What show airs Wednesdays at 8/7c on The CW?
- » **28% lift:** What day are new "America's Next Top Model" episodes on?
- » **58%:** Overall engagement rate for the campaign



Agency Innovator Finds Solve Media Innovative

Marc Simons, Group Manager within the Ignition Factory, took notice of Solve Media's effort to turn CAPTCHA real estate into brand advertising, and decided to give TYPE-INS a try. He felt comfortable working with Solve Media's publisher list, as there was significant overlap in publishers with whom OMD has already worked. The CW Network was interested in utilizing Solve's TYPE-INS to drive awareness and tune-in for the season premiere of their flagship show, "America's Next Top Model."

What We Measured: A TYPE-IN campaign to educate people on the date, time and network for "America's Next Top Model"

The goal was to drive awareness of the show and the day and time it was on TV – Wednesday nights at 8 ET. The ad asked people to type in the date and time of the show. We tested three different messages about the show, each with impressive results:

Where can you watch new episodes of "America's Next Top Model?" - 82% lift
What show airs Wednesdays at 8/7c on The CW? - 58% lift
What day are new "America's Next Top Model" episodes on? - 28% lift

The Bottom Line

TYPE-INS increase awareness and tune-in for television shows when utilized in a campaign window in advance of a series or season premiere. For OMD and the CW, a focus on ensuring viewers knew when, where and on what day "America's Top Model" was being shown drove great results for the program.

"We were very pleased with the results of the campaign to drive tune-in with Solve Media's TYPE-INTM ads. We think this is a particularly effective way to ensure viewers know how to watch our show, especially in the weeks preceding the premiere."

-- MARC SIMON, GROUP MANAGER, OMD