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CAMPAIGN: XFINITY WATCHATHON
WEEK SWEEPSTAKES
CLIENT: COMCAST XFINITY
AGENCY: TEAMDIGITAL

THE BIGGEST WEEK IN TELEVISION HISTORY

In the spring of 2014, Comcast capitalized on the growing viewer habit: binge watching. teamDigital helped Comcast launch XFINITY WATCHATHON WEEK Sweepstakes to generate awareness around XFINITY WATCHATHON WEEK where an unprecedented library of current shows was unlocked for XFINITY subscribers.

To get the word out about the 'The Biggest Week in Television History' teamDigital helped create a three phased promotion focused on driving awareness and generating social fan buzz surrounding unhindered full-access to viewers' favorite shows. Phase 1 allowed a pre-tease of the upcoming XFINITY WATCHATHON WEEK content and generated awareness with socially driven shares for friends to 'catch up' on their favorite shows. Phase 2 put viewers to the test, asking them to binge watch their favorite shows. Entrants were asked to select their favorite show, which was tied to the WATCHATHON WEEK Sweepstakes Leaderboard, displaying which shows fans were most loyal to. Phase 3 focused on a broader 'keep watching' sentiment while driving home the upsell message that you can always watch the latest episodes of TV's hottest shows anytime with XFINITY On Demand.

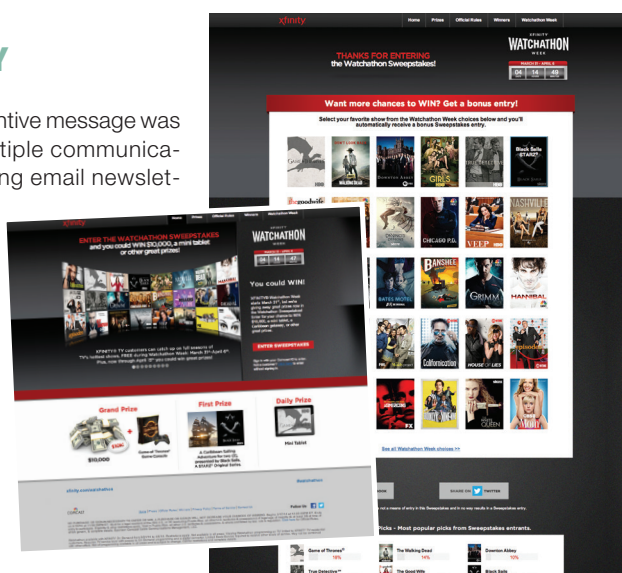
While content was certainly enough to keep consumers engaged, creating a constant presence of message throughout the program was important. Repeat engagement with the program was incentivized by the chance to win the \$10,000 and a Game of Thrones® Game Console Grand Prize, a Caribbean Sailing Vacation First Prize or one of our Mini Tablet

Daily Prizes. The incentive message was delivered across multiple communication channels including email newsletters, Facebook and Twitter, online banner ads and more.

Leveraging a deep understanding of consumer content consumption trends, XFINITY WATCHATHON WEEK was designed to reach multi-screen audiences with the promise of weeklong, unlimited access to top shows like "Game of Thrones", "Downton Abbey" and "Walking Dead". With an astonishing 61 million pieces of On Demand content viewed (that's over 50,000,000 hours watched over 7 days), and over 10,000 social posts, this year's WATCHATHON WEEK was a big hit.

A PLATFORM FOCUSED ON CONVERSION.

While in the planning for the XFINITY WATCHATHON WEEK Sweepstakes, we recognized opportunities to leverage our existing efficient and repurpose-able promotional platform tailored to XFINITY's content focused communication needs across a multi-device audience. The user-flow, aligned specifically with the habits and interests of Comcast subscribers, created the perfect quick to market path to ease participants from entry to content while creating a measurable, easy to replicate single-sign on process.



BIG RESULTS FOR A BIG WEEK

The XFINITY WATCHATHON WEEK Sweepstakes helped drive heavy repeat messaging exposure throughout the XFINITY WATCHATHON WEEK campaign with a 48% entry conversion rate, far surpassing industry standards. The campaign generated nearly 400k entries over a month and the Sweepstakes served as a successful awareness tactic with 1MM visits and 300k visitors exposed to XFINITY WATCHATHON WEEK messaging. Promotion success was blanketed by an almost 50% opt-in rate, making WATCHATHON WEEK a pretty big week indeed.

Heading into the second half of the year, XFINITY's promotional platform continues to be utilized and optimized, bearing consistently successful results time and time again.