



## Client

BBC Video

## Campaign

Skins: Volume 1 DVD release

## Target

Skins fans, LGBT community

## Campaign Duration

Four Weeks



## Objectives

Boost DVD sales surrounding DVD release

## Strategy

Built strategy surrounding a multi-tier outreach plan, focusing on vertical/horizontal spread, community development tactics and search visibility.



### Vertical spread

Maximized placement by community thought-leaders (bloggers, forum administrators & social network group creators) to ensure 'stickiness' of campaign material via online PR tactics.

### Horizontal Spread

Distributed campaign material where target audience interacts online, mainly within social networks and message boards, to maximize number of passive impressions.

### Community Development

Once active fan base was reached with material, campaign shifted focus on providing base with daily/ weekly opt-in engagement and opportunity to meet other fans.

- **TweetChat** – built a weekly, one-hour, real-time *Skins* chat within Twitter to empower opt-in involvement where user-generated questions were asked to group whole; provided users within this new space the ability to meet other fans and establish an interconnected friend network independent of our direct online efforts.
- **Facebook/Twitter Integration** – used an established Facebook fan group as an unofficial destination point for our outreach within other groups as well as outside the Facebook network, namely Twitter. Users were able to migrate freely from one network to another while we capitalized on the strong suits of each (Facebook- grouping and threaded conversation abilities, Twitter- real-time abilities).

### Search Visibility

All important campaign URLs were tagged within multiple social bookmarking sites (e.g. Del.icio.us, Digg, etc.) to ensure proper Google indexing.

## Results

- **DVD sales exceeded expectations**
- Reached 250 sites/groups within the target with campaign materials
- Reached 640 thought-leaders within target
- Achieved 158 campaign posts with a real influence of 300k+ readers
- The Skins hashtag - #Skinsfans – trended on Twitter during first TweetChat
- Facebook group migration and Twitter integration boosted unofficial Facebook group members by 26%