



Agency Partner

JL360

Campaign

WWE Superstars on WGN America

Target

WWE fans; Men 18-24

Campaign

Duration

Six Weeks



Objectives

- Drive tune-in of *WWE Superstars*, Thursdays at 8p east | 8p west.
- Ignite *WWE Superstars* fan base and engage fans within the WGN America Facebook fan page and @WGNAmericaThurs Twitter account.
- Create awareness and distribute WGN America branding throughout wrestling community; encourage fans to request WGN America from their local cable provider.

Strategies

Strategic Message Rollout to Bloggers

Provided weekly episode matchup information to bloggers, encouraging them to post multiple times on our behalf.

Giveaways

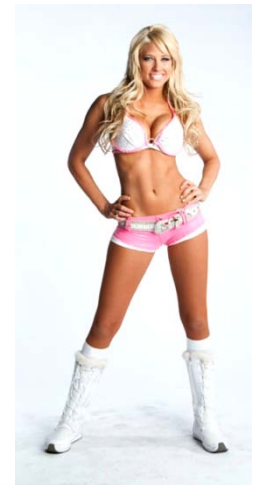
Provided WWE swag to bloggers to host WGN America giveaways on their sites. Giveaways surrounded micro-contests where blog audiences were encouraged to tune-in to that week's episode of *WWE Superstars* in order to answer a related trivia question posted by the blogger the following day.

Community Building – Facebook & Twitter

WWE trivia, photos, and *WWE Superstars* matchup information was used with the Facebook fan page, and @WGNAmericaThurs Twitter account to rally excitement amongst fans.

Results

- Created 7.7+ million campaign impressions, uniquely reaching 2.9+ million
- Created 1,000+ campaign posts surrounding *WWE Superstars* on WGN America
- Rallied an active fan base of 2,700+ fans on Facebook, and 950+ followers on Twitter
- Twitter chatter from @WGNAmericaThurs reached over 25,000 people
- Reached 4,000+ individuals through creator & key-influencer outreach



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