



SOCIAL PITCH

CAITLIN DAWLEY | AUGUST 27

ABOUT ME

Advertising and Integrated Communications,
Graphic and Interactive Design,
Interactive Media and Communications

Digital Marketing at Disney Studios
Marketing at Television Academy
Social Media for H2R Productions

**Manager and Strategic Lead developing
this campaign for the CW Network**



KEY FINDINGS

TARGET AUDIENCE

Primary Market

- Aiming towards 22-34 years old
- Mainly young females
- Digital Natives
- Creative
- Passionate
- Top social platforms: Facebook, Instagram, and Twitter

Secondary Market

- Aiming towards 15-21 years old
- Gender-Neutral
- Addicted to Social Media
- Opinionated
- Distracted
- Top social platforms: Instagram, Tik Tok, Youtube, and Pinterest

KEY FINDINGS

COMPETITION



- Streaming service that creates similar original content
- Audience overlaps (Riverdale)
- Strong social following
- Fans also upset about cancellations



- Network with teen/ new adult content
- Similar social following as CW
- Owned by Disney
- Strong use of trending copy and teen centered social posts



- Streaming service with similar UX as CW Seed
- Stronger cohesive social campaigns
- Use of omnichannel marketing strategies

KEY FINDINGS

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- Strong Followings on Instagram, Facebook, and Twitter
- Passionate fan bases who are active on social media
- Large catalogue of content including current shows and past shows available on CW Seed
- Strong Brand Mission (#CWOpenToAll)

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- Lack of creative and original social pieces
- Lots of newer shows that are unknown and don't have fans yet
- Recent posts have experienced a decline in engagement

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- Growing Tik Tok Channel
- Creating posts along with popular trends
- Adding more humor to the tone

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- Nexstar sale resulted in many show cancelations which has angered fans
- Increase in streaming services has increased competition in the YA and NA TV Show

OVERALL GOAL

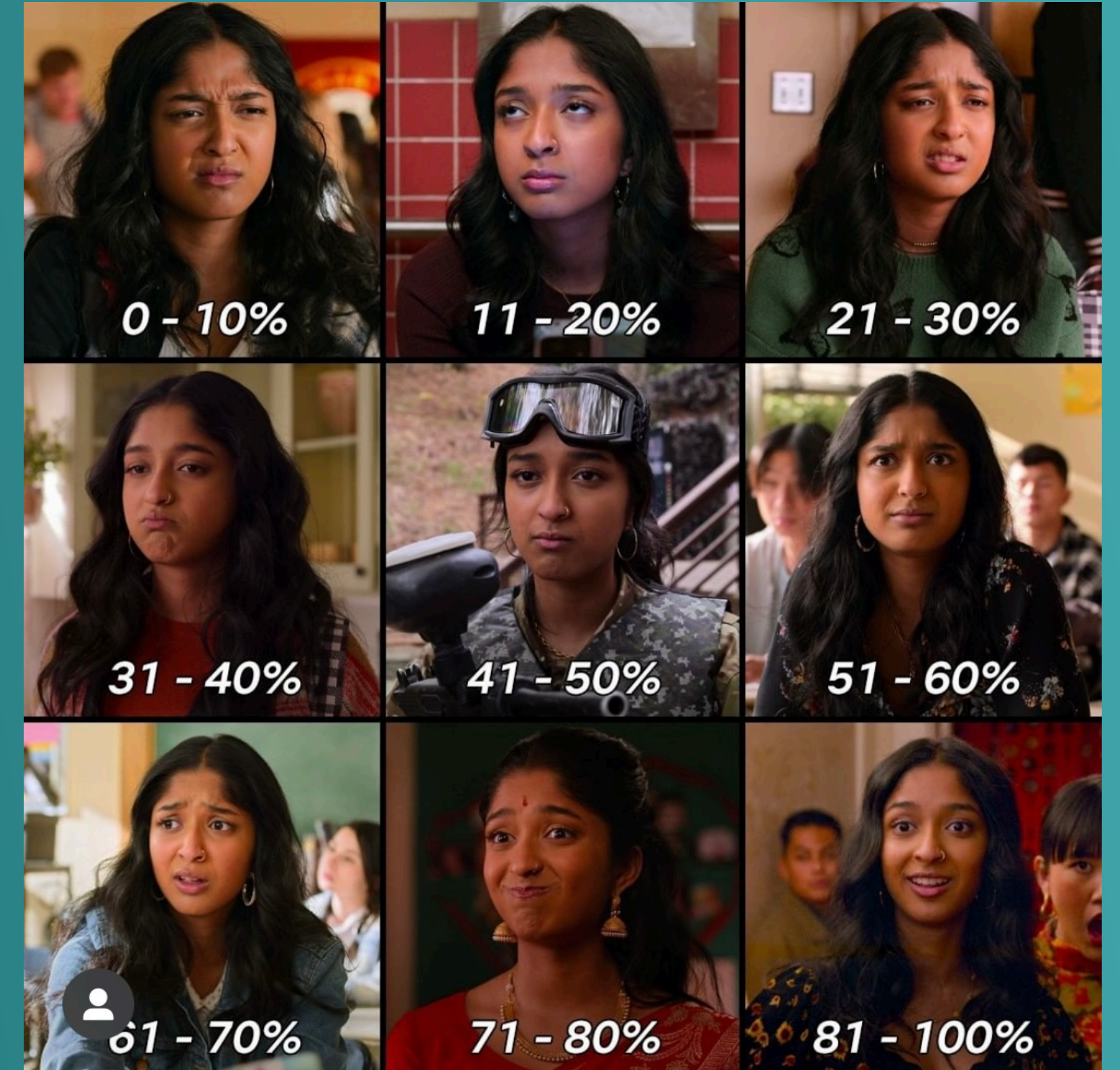
Strengthen Audience Knowledge of Current Shows to Increase Overall Viewership Numbers



BIG IDEA

Transform the network's social content by adding creative and engaging content pieces to gain attention and lead to conversions

STRONG EXAMPLES



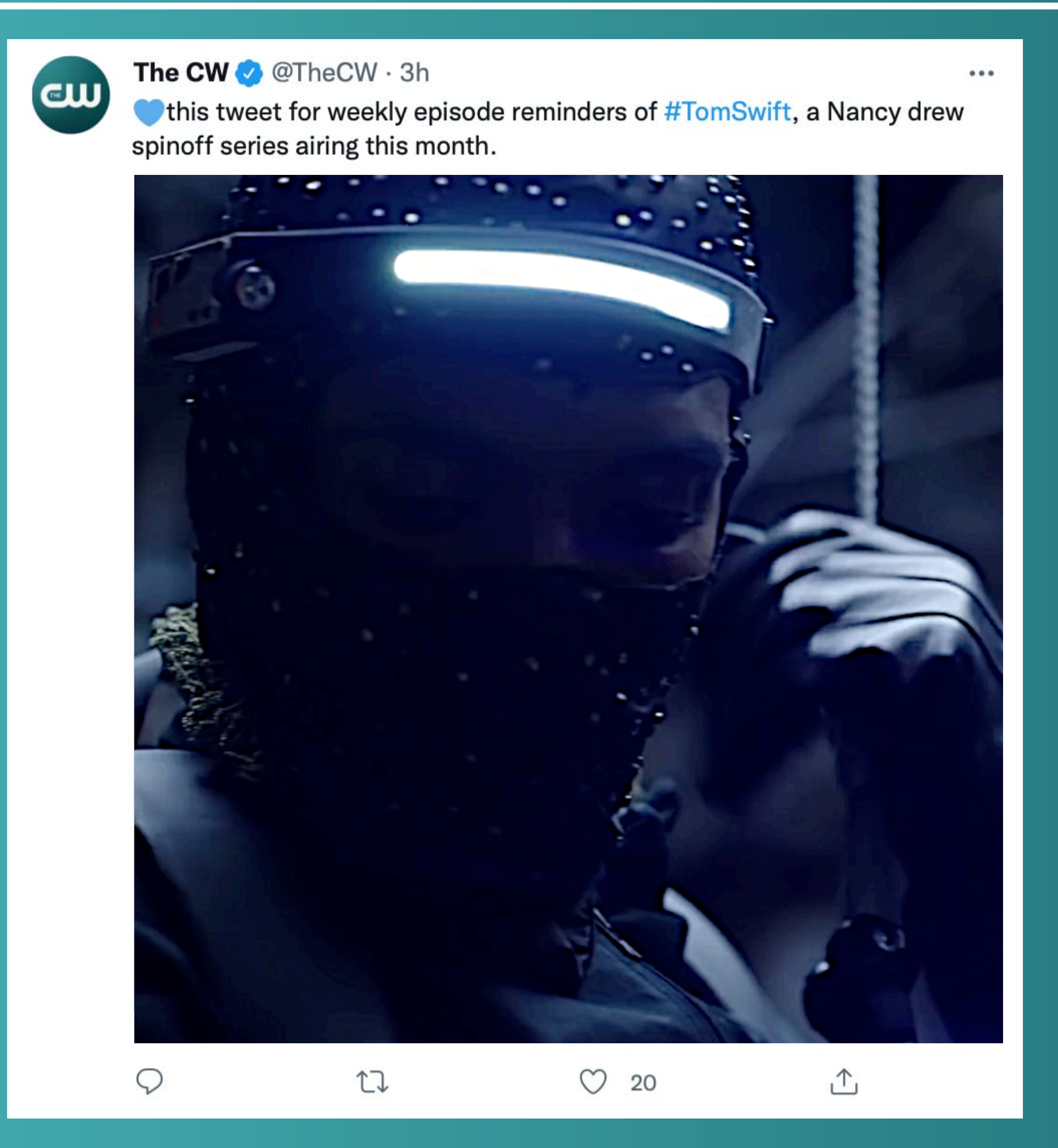
SMART GOALS


- Increase **engagement** by 20% on social handles within 6 months
 - By altering tone of copy and posts
 - ROI: Adding engagement allows for organic posts to perform better overall, and implies more interest from audiences in upcoming content
- Increase show **awareness** by 15% within 6 months
 - Through paid social advertising
 - ROI: Show awareness can lead to increased viewership and ultimately improve consumer sentiment
- Increase value/ mission **awareness** by 10% within 6 months
 - Through organic posts and brand actions
 - ROI: Creates a stronger connection between the network and the consumer

KEY METRICS


- Engagement
 - Likes
 - Comments
 - Shares
 - Re-Tweets / Quote Tweets
- Following Count
- Amount of Organic Social Conversation
- Conversions
 - Website Traffic
 - CW Seed Downloads
 - Show Reminder Sign-ups

PAID ADVERTISING

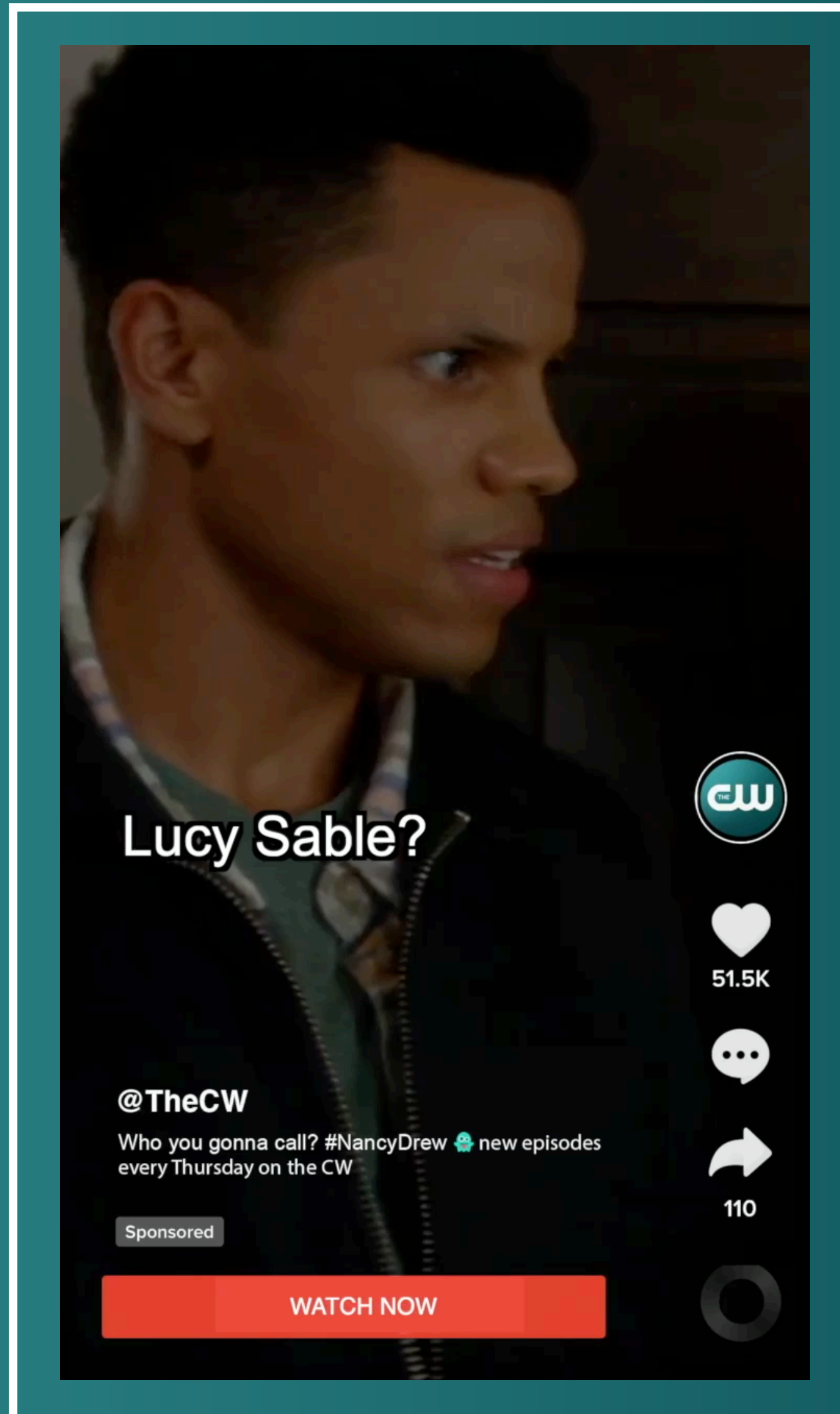


The CW  @TheCW · 3h


♥ this tweet for weekly episode reminders of [#TomSwift](#), a Nancy drew spinoff series airing this month.



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Lucy Sable?



51.5K

@TheCW
Who you gonna call? #NancyDrew 🎧 new episodes every Thursday on the CW

Sponsored

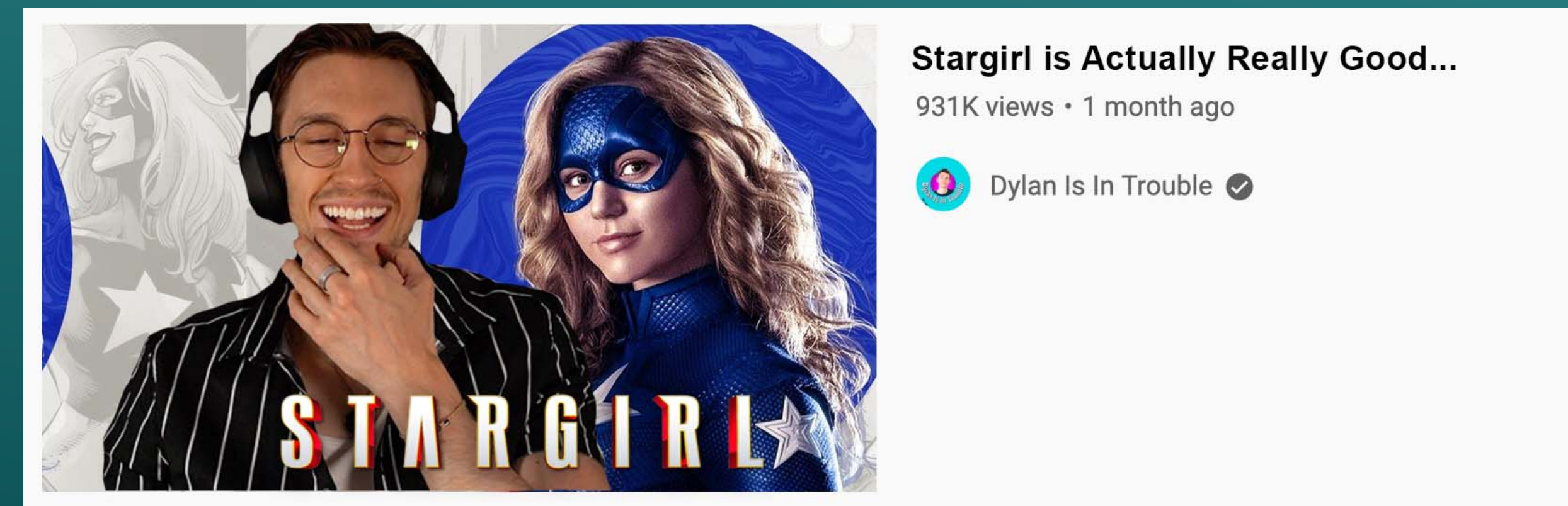
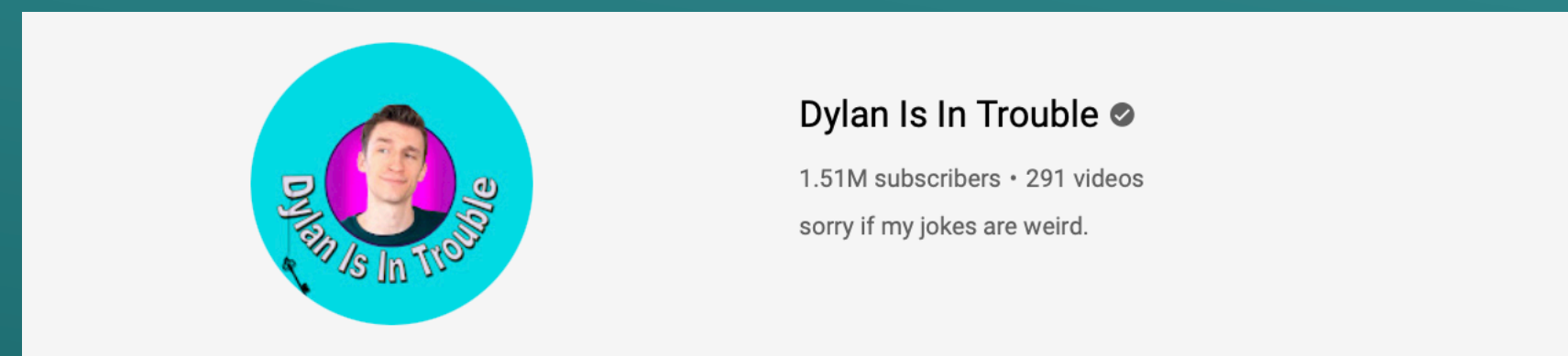
WATCH NOW

110

- Two ads that are aimed towards increasing show awareness
- Targeted at 18-34 year olds
- The first is using Twitter to send reminders to interested users
- The second is using humor / engaging audio to capture attention
- Budget: \$200,000

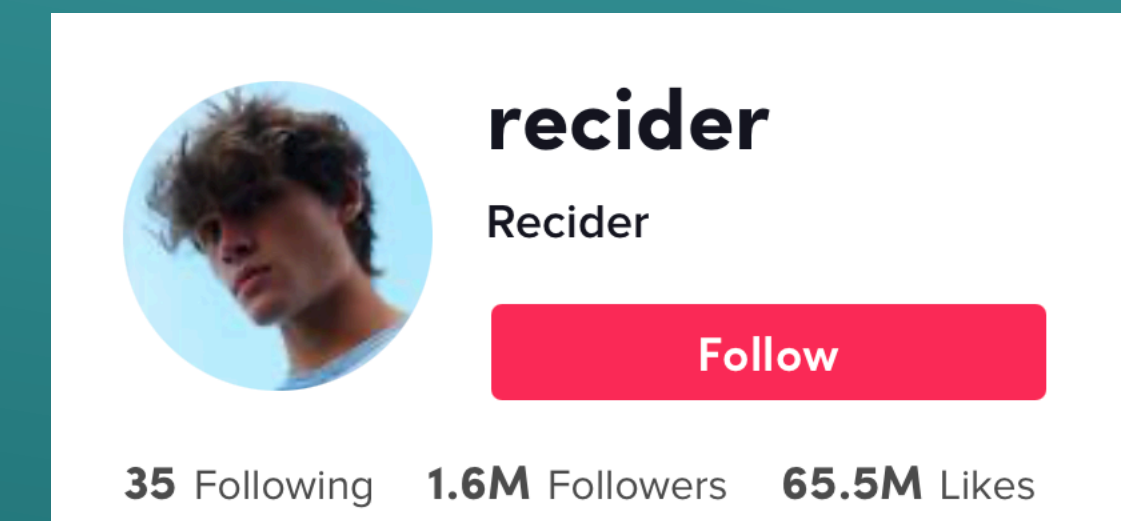
INFLUENCER MARKETING

Dylan Matthews

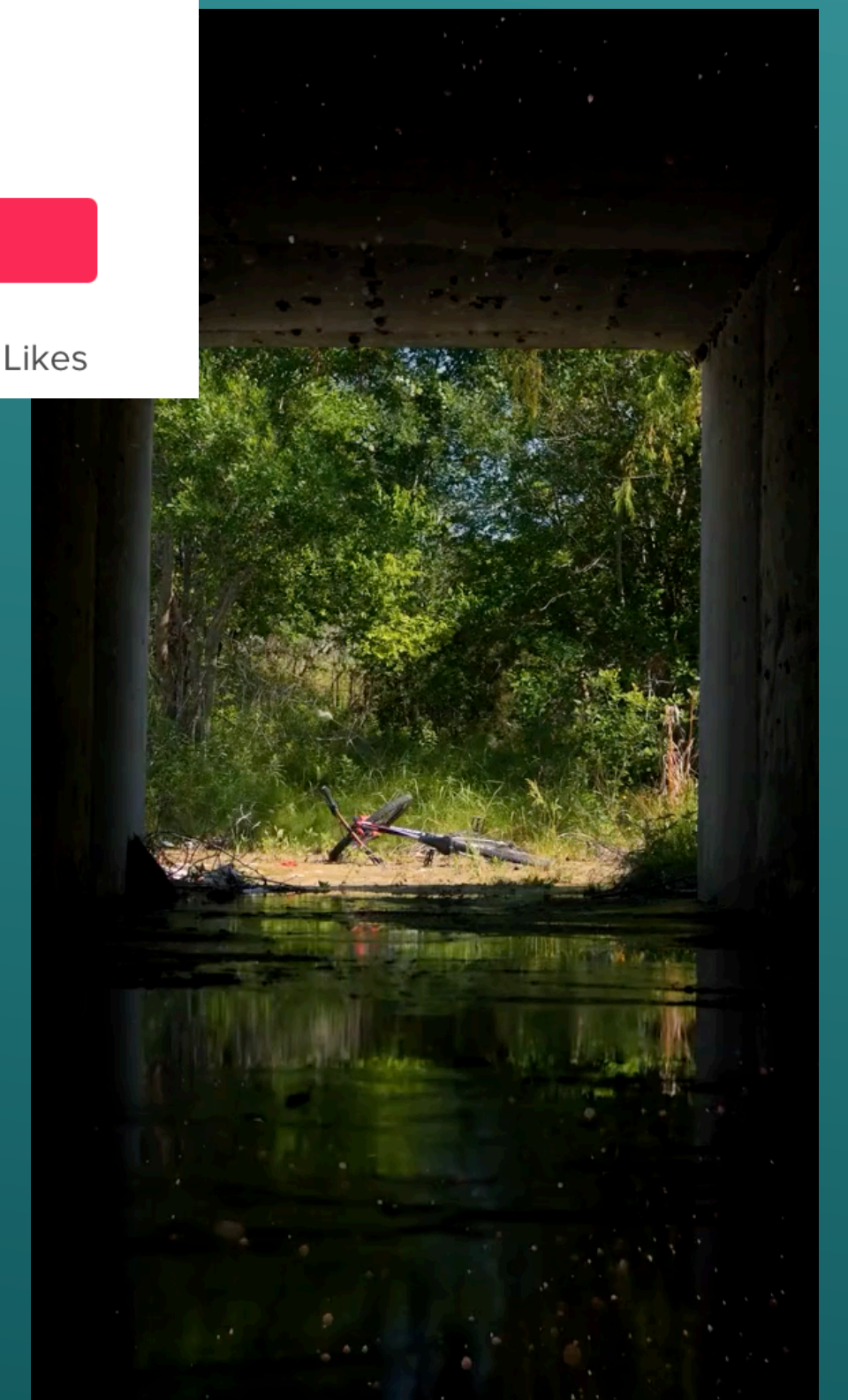


- Youtube Commentator with an engaged followers
- Provides humorous videos on TV and Film (Lots of YA shows)

Recider



- Recider makes cinematic videos based on pop-culture which stands out on Tik Tok



BUDGET

PEOPLE POWER

Intern: \$14,000 (\$15 an hour)

Agency: \$70,000

PAID SOCIAL

Social Funds: \$200,000

INFLUENCER COSTS

Influencer: $8,000 \times 2 = \$16,000$

**TOTAL
SPEND:**
\$300,000

THE TEAM



Manager



Specialist



Coordinator



Intern

THE [M] FACTOR

Agency

THANK YOU!

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