

USING FANATICAL TO DRIVE AWARENESS AND TV TUNE-IN

AWESOMENESS TV

🐦 Audience activation 🐦 Live tune-in 🐦 Social TV

AwesomenessTV, a sketch comedy series based on the YouTube multi-channel network of the same name, needed to notify fans of the series' impending cable network premiere on Nickelodeon and drive real-time tune-in.

- Fanatical systematically launched over 20 messaging campaigns to 70 unique audience segments
- Each message was customized and personalized, promoting the #ATVonNick hashtag

✔ CONVERSION RATE

>20%

📈 #1 TRENDING TOPIC WORLDWIDE

#ATVonNick

