

TODAY'S WATCH & WIN CHALLENGE: BBAD BINGO!

Watch Big Brother After Dark live on Pop, and click the board below to place a chip on each Bingo square announced during the broadcast. You get an extra entry just for playing, and three bonus entries if you get Bingo - four in a row in any direction!



A Tale of Two Sweepstakes

case study

A Year-Over-Year Comparison

In support of a popular reality after-show that ran overnight 7 days a week, the network client engaged Kaleidoscope to implement a watch-and-win sweepstakes campaign two years in a row. Given the constants – same show, same audience, same level of promotion, same network – this particular implementation illustrates how a difference in mechanics effectively met the goal of increasing consumer engagement.



Objectives

The primary objective of the watch-and-win campaigns was engagement, as a means of increasing tune-in and reducing viewer attrition for this longer-duration late-night show. The watch-and-win sweepstakes were designed to reward the consumer for staying tuned in by presenting entry content during each episode



Solutions

Year #1: The campaign ran a single watch-and-win Code Word during each episode, repeated throughout the airing.

Year #2: The campaign used different mini-games and CTAs with content throughout the entire episode, including a Bingo interactive's individual piece announcements, and a Trivia game where timely questions had direct programming tie-ins for the answers.



Challenges

The key challenge in Year #2 was the increased load in content creation and coordination required between marketing, on-air and web teams to synchronize game content timing. Kaleidoscope bridged the gap by defining early on the exact assets to be created, simplifying scheduling aspects and by providing dedicated staffing throughout the campaign.



Contributions

KPI provided ideation support, development, hosting, data tracking / analytics and sweepstakes administration services in support of both sweepstakes. Significant coordination was required between the web site and on-air teams to announce the Code Word in year #1, which was augmented by a combination of Bingo Pieces and Trivia Questions – at specific times – in year #2.



Results

It's clear that the increased interactivity between on-air content and the sweepstakes was attractive to Year #2 users, and that it better engaged them with the network's goal of incentivizing tune-in. By adding layers of gameplay in Year #2 and by sprinkling these interactions throughout each broadcast, the network also saw less viewer attrition.

+140% YoY Engagement

+165% YoY Participants

from Year #1 Code Word only to Year #2 with additional interactivity via mini-game interactives.

LEARN MORE



See how increased interactivity and promotional ideation can increase consumer engagement with your brand. Reach out to see how KPI can leverage dynamic data-driven content for your upcoming campaign!

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