



TV Land Drives Efficiencies By Running Campaigns Across Facebook & Instagram

Cable network TV Land, owned by Viacom, aimed to build awareness and drive tune-in for a new comedy show called *Teachers*.

Approach

TV Land initially planned on running ads solely on Facebook, but Adaptly, an Instagram Partner, advised using this opportunity to run the campaign across both Facebook and Instagram to extend reach and target a highly engaged millennial audience.

The team, in collaboration with MediaHub, developed a strategy around the first three episodes of *Teachers*, with spend focused on air times and keeping up the momentum of content between episodes. The goal was to fuel live tune-in, continue conversations, and drive people who missed the show to catch up through on-demand video.

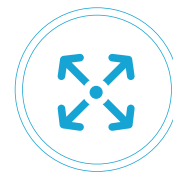
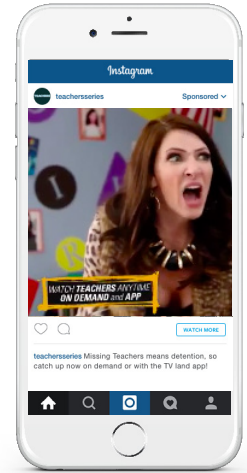
Using ad creative intended for Facebook, Adaptly efficiently served ads across both Facebook and Instagram. Ad content consisted of bite-sized video clips featuring funny character gaffes and sneak peeks of upcoming episodes of *Teachers*.

A Facebook Brand Effect study was conducted to determine the overall performance of the campaign. Test cell 1 was an isolated portion of the audience exposed only to the Facebook placement. Test cell 2 was exposed to Facebook, Instagram, or both placements. The control groups were not exposed to any ads. In order to reach key millennials on Instagram without Instagram-specific content, a controlled test of 'Facebook Only' inventory was also served to Facebook, Instagram or both placements.

Results

In the end, this strategy proved to be a worthwhile experiment for TV Land's new program: the network increased reach by 7% and impressions by 16%, while decreasing CPM by 6%.

The overall campaign generated a 25% lift in ad recall, 21% in brand awareness, and 3% intent to tune-in.



7% increase in reach



16% increase in impressions



6% decrease in CPM



25% lift in ad recall

Testimonial

“Adaptly’s recommendation to run ads across Facebook and Instagram allowed us to reach our core audience and drive awareness more efficiently.”

— Kristin Rolla Mirek,
VP, Multi-Platform
Development & Marketing,
TV LAND