In August 2016, TLC UK & Ireland launched the UK successor of American reality TV show "Say Yes to The Dress," chronicling brides-to-be in their quest for the perfect wedding dress.

In order to promote the premiere of the UK series, TLC ran a six-week campaign on Pinterest, raising awareness of the show while enticing fans and brides-to-be to engage with the content and ultimately tune-in to the programme.

TLC UK & Ireland Entices Users to 'Say Yes to The Dress' With Pinterest

1.13%

over delivered engagement rate benchmark

70%

over CPE goals

98.7%

of engagements were close-ups

STRATEGY

The network collaborated with Adaptly and media planning agency the7stars to run a series of Promoted Pins showcasing the show's soon-to-be brides dressed in their chosen dresses. As Pinterest is a platform where users plan for future purchases and events, Adaptly suggested launching the campaign ahead of the premiere episode and running it for the first six weeks of the series, while also including show details, such as channel and air time, on the Pins in order to boost tune-in.

Adaptly and the7stars utilised past insights to build out an appropriate audience for the campaign using keyword and interest targeting. These terms included other reality TV series, past TLC shows, as well as wedding-related keywords and interests such as 'honeymoon' and 'bridal'. The campaign KPI was engagement and therefore bidding was set up on a CPE basis, in line with Pinterest best practice for maximising brand awareness. By optimising towards saves, shares, and close-ups, Adaptly was able to deliver greater efficiencies aligned with the campaign objective.

The campaign ran with several different creatives – a total of 12 Pins with varying imagery from the show – allowing Adaptly to optimise against best-performers. Overall, Pins performed in a bell curve fashion so injecting new creative two weeks into the campaign proved useful in further enhancing performance.

Pins live forever through saves and this earned activity is not a feature available on any other platform. As engagement with the content gathered momentum, Adaptly analysed the initial results and discovered that certain interest and keyword targeting drove higher levels of earned media. Bridal keywords proved to have the most engaged audience in terms of saving content and therefore Adaptly optimised against this segment towards the end of campaign, ensuring that engagement with Pins keeps on growing thanks to this form of organic activity.

RESULTS

Over the six-week period, TLC's campaign delivered an overall engagement rate which exceeded benchmarks by 1.13%. "Close-ups" accounted for the vast majority – 98.7% – of engagements which, for a TV show, is crucial as it indicates that a large number of users took a closer look at the text overlay featuring important show information such as premiere date, channel, and air time.

The CPE came in 70% lower than TLC's target and the campaign continues to deliver through earned activity which is likely to keep on growing in months to come.

TESTIMONIAL

"We found Pinterest incredibly effective in promoting the launch of 'Say Yes to The Dress UK' and with the help of Adaptly and the7stars we managed to successfully boost engagement as well as tune-in to the programme. As users often go to Pinterest to plan for future events such as weddings, we knew that our content would work well on the platform and we were really impressed with the way Adaptly optimised against top-performing creatives and audience segments to further improve results."

**– Faye Robson,
Senior Marketing Manager, TLC UK & Ireland**