



myspace.com/e4skins

e4 gets *Skins* off to a flyer with exclusive MySpace preview

Background

e4 wanted to create a real buzz for its forthcoming teenage series *Skins*.

While media consumption continues to fragment, the target audience of 16-34 year olds are even harder to reach – shunning traditional media and being particularly savvy and demanding of brands.

However, despite this media fragmentation, particularly for television, this demograph are massive users of social networks with 92% of the UK's 15-34 year olds regularly using social networks such as MySpace.¹

Campaign Objective

- Create a buzz leading to the airing of *Skins* on e4
- Drive MySpace users to watch *Skins* on e4
- Create a dialogue with MySpace users and create affinity with the *Skins* cast member profiles

*'If you can't wait until Jan 25, you can catch the first episode of *Skins* on MySpace. Go to myspace.com/e4skins for more details'*



The MySpace Solution

MySpace drove its 9.3m UK unique users¹ through to a custom e4 *Skins* profile (myspace.com/e4skins) via traffic drivers including 'Leaderboards', 'East' and 'West' buttons and MRECs.

In addition to being able to view the first episode of *Skins* exclusively on MySpace before it aired on e4, users were encouraged to engage with the rich content on the *Skins* profile. They could download music from the series, subscribe to several blogs, download backgrounds and buddy icons, post their own comments and view the individual profiles of the cast members.

Channel 4 helped drive traffic to the MySpace e4 *Skins* profile through banners on channel4.com, postings on the Channel 4 newsletter and presence on the homepages of channel4.com and channel4.com/entertainment

Results

The e4 *Skins* custom profile rapidly became one of the largest MySpace UK promotions, with the campaign attracting over 58,000 friends who generated 1.3 m page views. More than 5,000 of these friends featured the *Skins* trailer, or banners and backgrounds on their own profiles.

Awareness of *Skins* amongst 16-34's on MySpace reached 87% and this awareness combined with the impressive engagement figures led to e4's audience for the airing of the first episode trebling from an expected 0.5m viewers to 1.6m – making *Skins* the highest-ever rated e4 show outside of *Big Brother* and the highest-selling show on Channel 4's video-on-demand site.

The campaign generated huge publicity, even before the series had launched, with massive PR buzz in trade and consumer titles. As a direct result of the campaign, e4 chose to screen a 10 minute special for the second series of *Skins* exclusively on MySpace and invite competition winners from the *Skins* profile to party with cast members.



Conclusion

e4 perfectly demonstrated how online, and social networks in particular, form an integral part of their media plan. In addition to their own in-house media placement they leveraged MySpace to create a dialogue with their target audience and drive engagement with the *Skins* cast members and create a buzz prior to the series launch on air.

Quotes

"Beyond being an imaginative marketing campaign, The Skins MySpace community is also an example of what many see as a model for future cross platform collaboration"

Reuters, 26 Jan '07

'If 2005 was the year music went on to MySpace, 2007 is the year for TV'

Marketing Week 19 Jan '07