

How a persistent chatty man invading the ad break adds so much value...

AKA How partnering with Channel 4 on clever contextual ads can extend reach through earned media



A close-up shot of a man with a shocked expression, wearing a black cap and glasses, holding a black telephone receiver to his ear. He has a wide-eyed, open-mouthed look, showing his teeth. The background is a blurred office setting with framed pictures on a wall.

‘Earned’ media is scary

So what’s the value?

And how can we make it work?

Case study: C4's Hijacked Ads



The Comedy Gala is an annual 2.5 hour show, airing this year on 29th May



In what is now a traditional break innovation, Channel 4's Alan Carr hijacked 6 commercials across two ad breaks in the show.



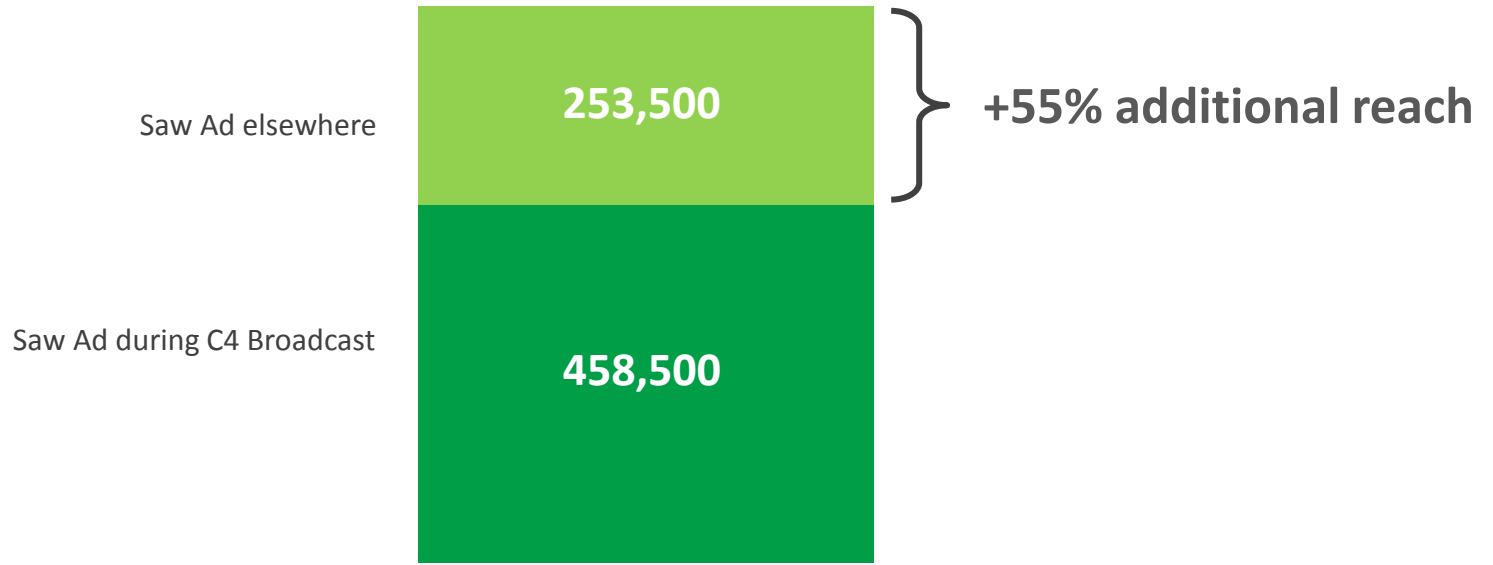
Measuring its effect:
Nat rep survey of 1,000 interviews conducted 2-10 days afterwards and weighted to BARB



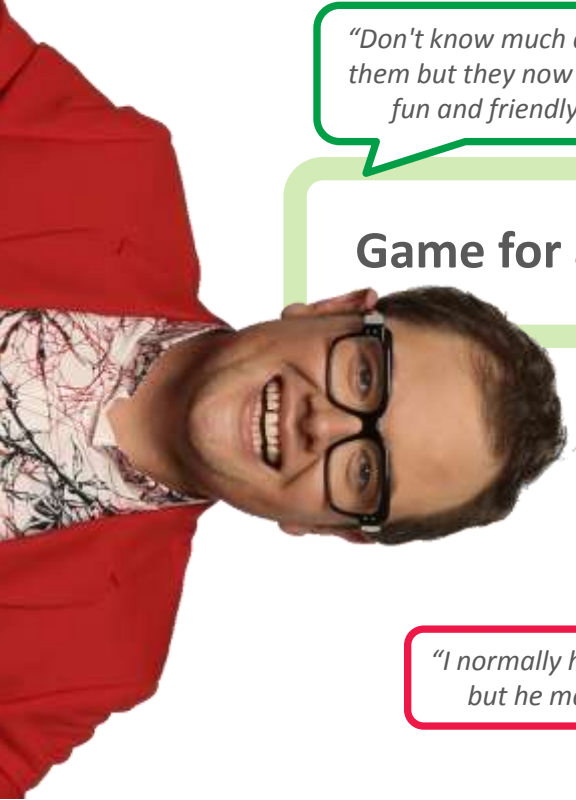
In a new feature for 2016, viewers could vote for their favourite hijacked ad via twitter, with the ads promoted on brand's own social channels. The winning ad was then replayed in the next ad break.

Added value #1: extended reach

Average ad recall across 6 hijacked ads



Added value #2: positive perceptions



"Don't know much about them but they now seem fun and friendly."

"They let him make fun of it."

Game for a laugh

"It made the brand seem relevant and game for a laugh."

"Celebrity endorsed"

"A mainstream comedian helps legitimize the brand."

Endorsed

"It showed that they are known."

"Their adverts don't normally get my attention."

"I normally hate that advert-but he made it funny."

Made the ad stand out

"Because it made me notice the advert... I will def look out for the normal advert more."

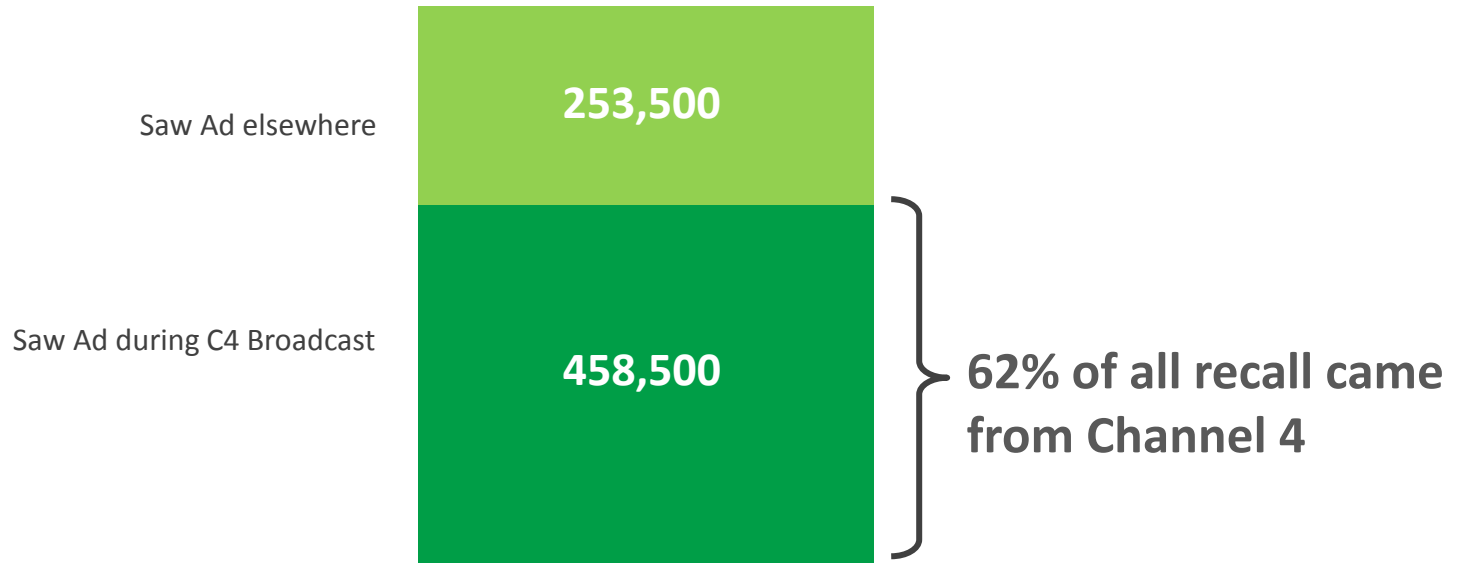


So what's the value of strong contextual placements?

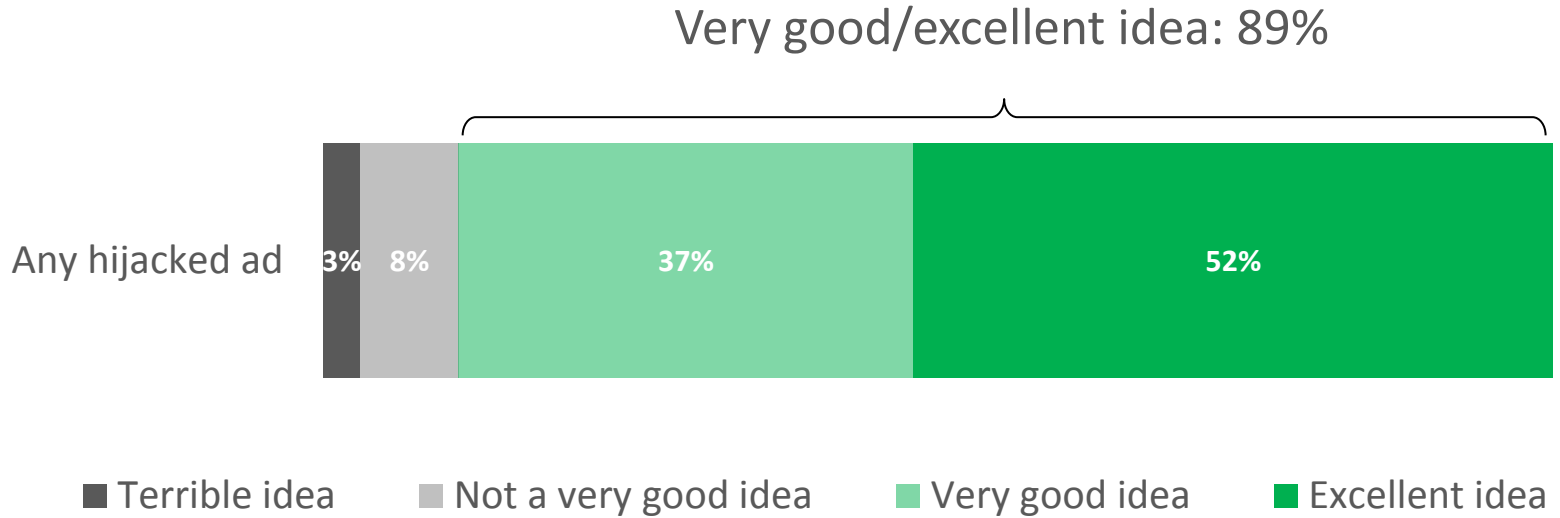
And how can we maximise the effect?

Golden rule: A strong paid/owned platform

Average ad recall across 6 hijacked ads



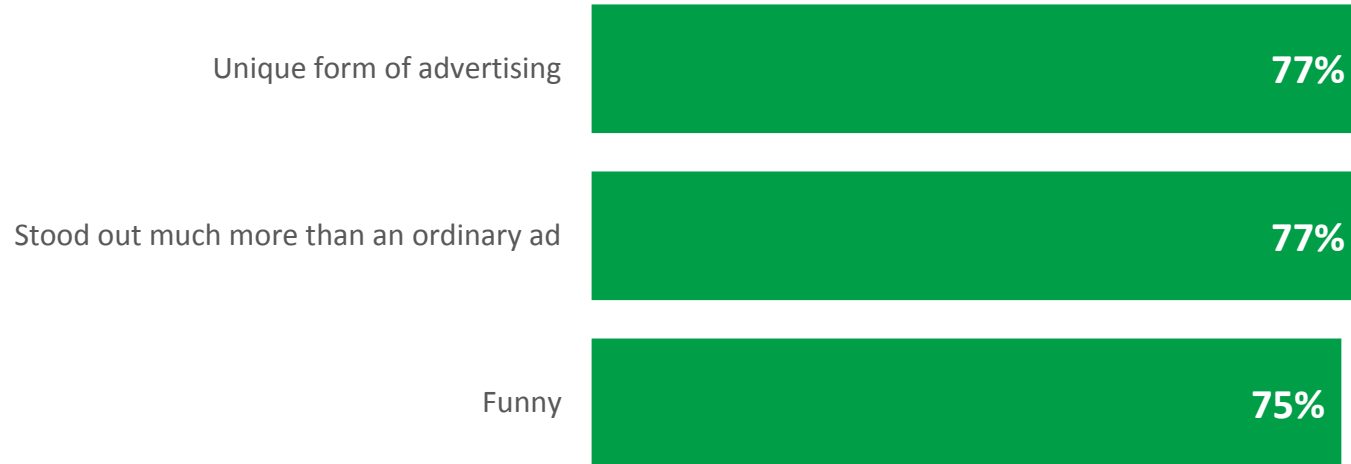
Golden rule: Have great content



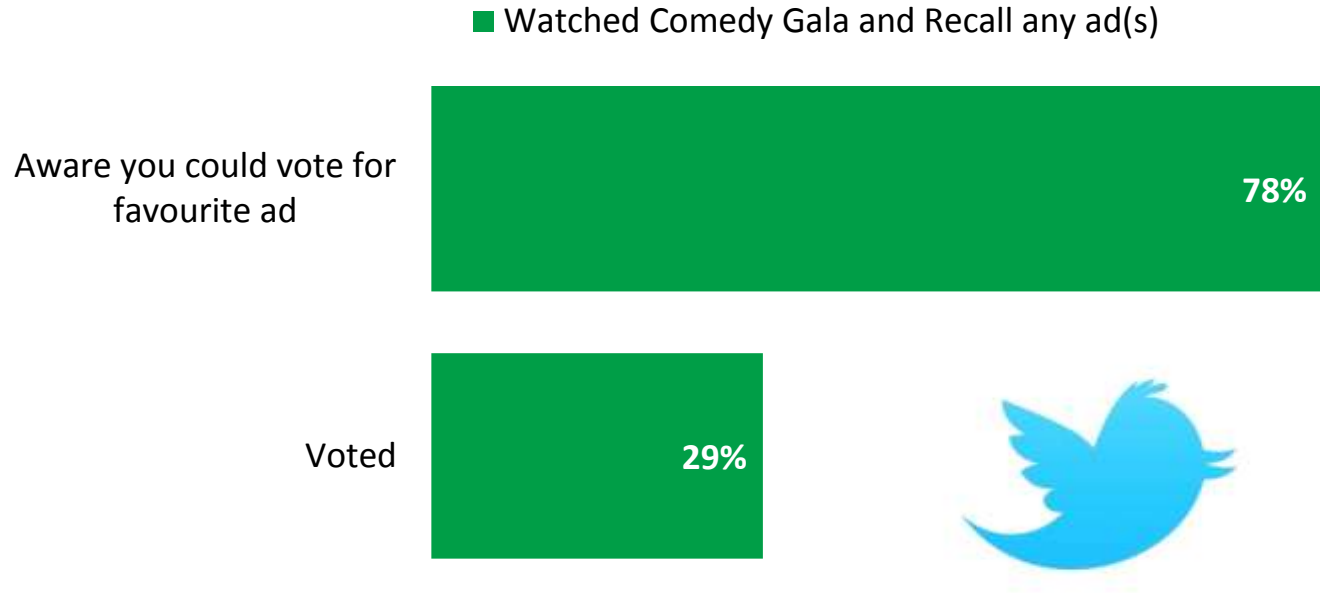
Golden rule: Have great content

Respondents agreed
that the ads were ...

■ Recall ad(s) on C4 Comedy Gala



Golden rule: Encourage buzz



#GalaLateRooms

So in a nutshell...



Quick recap: earned media

So what's the value of strong contextual placements?

Added value advertising!

Engage harder to reach audiences through combined paid & earned media

Maximise impact

And how can we maximise the effect?

A strong paid/ owned platform such as Channel 4

Great content and strong contextual link

Encourage buzz