

FUTURE

THE WORLD  
AUDIENCES  
SUMMIT 2017

## The Voice of Romania

### Case Study

Lucia Antal  
Marketing Director  
PRO TV



**What we have and what we can get!**



# The Voice of Romania

## Objectives

**INNOVATE**

**ENGAGE**

users and link the online to TV

**DELIVER GREAT  
RESULTS**

for main sponsor of the show  
Telekom

# The Voice of Romania

What we have?

The Voice  
**SECOND  
SCREEN  
APP**

"The 5<sup>th</sup> coach"

**LIVE GAMES**

during the show in  
the App

**REAL TIME  
INTEGRATION**

of the results from  
the App on TV

**PASSION**



# The Voice of Romania

## Advertising Package

### Standard Advertising Package for the Main Sponsor

- Shared promo
- Product placement
- Online advertising
  - Display advertising
  - Full site branding
  - Pre/post rolls
  - Direct Mailing

On top, we added a new item to the package that made a difference:

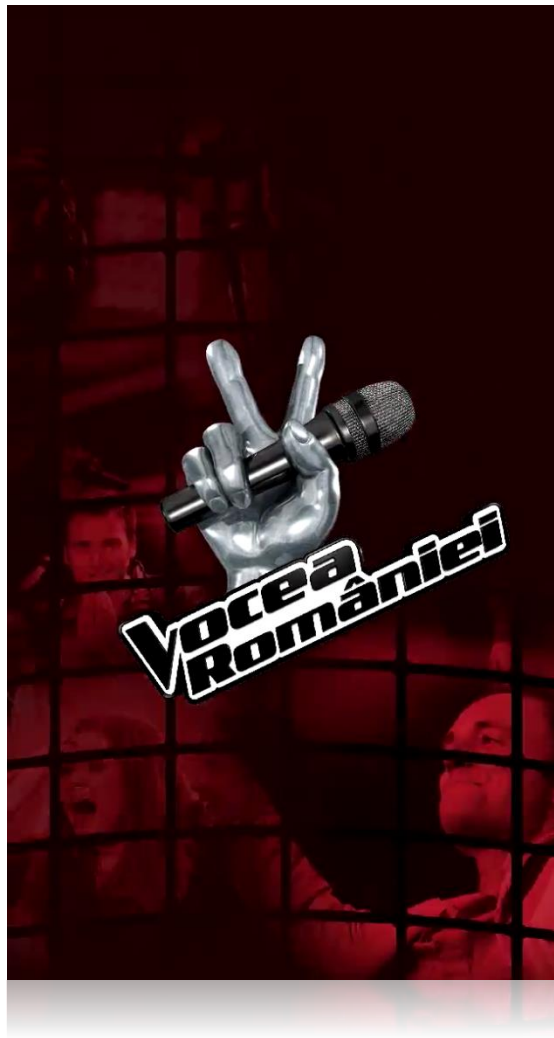
### The Voice Second Screen Mobile App

- Full Telekom branding in the app
- Interactive features for user engagement both during the show and in between episodes
- Interstitials for Telekom in the Live Game
- Integration of the mobile app on TV

## Samples

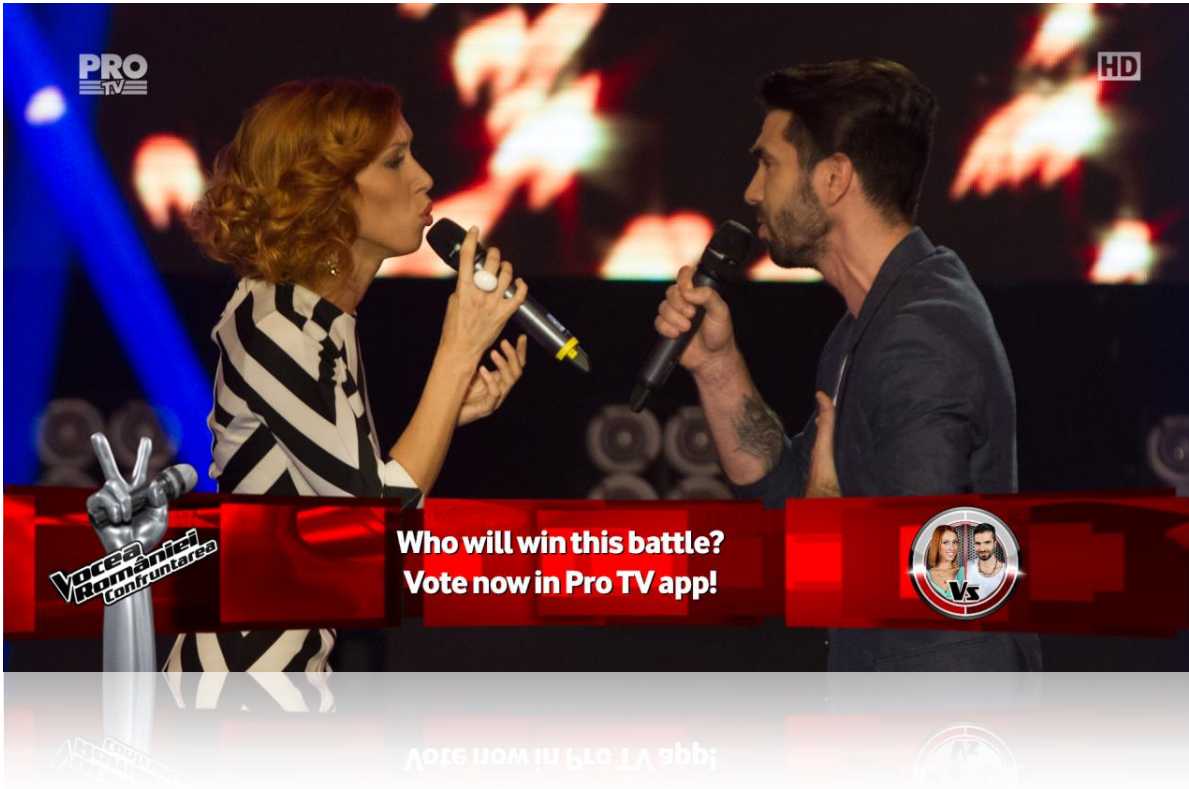


# The Voice of Romania





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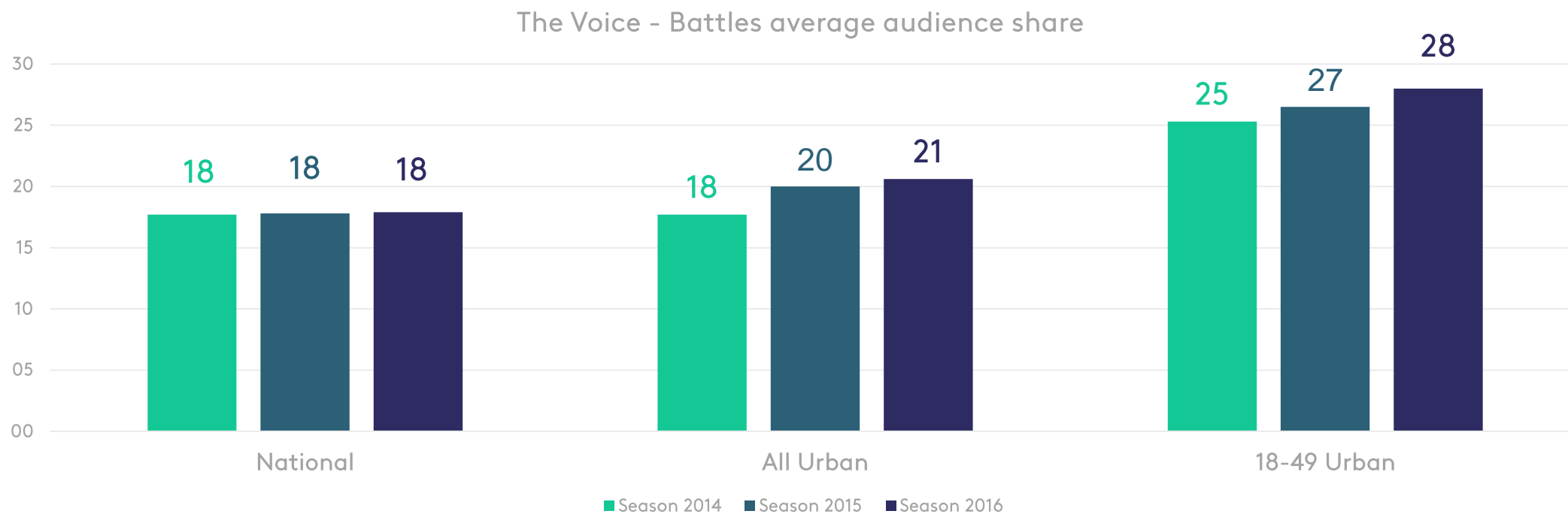


## Results



# The Voice of Romania

## Audience data



Source: Kantar Media . Targets include guests

# The Voice of Romania

## Outcome – Blinds versus Battles

- The number of **app downloads** (iOS & Android) grew by **53%**
- The average number of **active users** in the app grew by **60%**
- The number of **impressions** in the app grew by **65%**
- The **income from the advertiser** grew by **10%**

## Overall results

- Downloaded over **230.000** times
- Huge consumption: **over 1 million interactions** during the show, and **over 9 million views** were registered in total in the App
- **Peaks of 57.000 users** during one show



# The Voice of Romania

## Key learning

- Making viewers **feel part of the show** grows engagement
- **Second Screen mobile apps** catch on, but they become even more popular when integrated on the TV Screen
- **Best 3 ways** to skyrocket the downloads and improve engagement in the app:
  - Insert **QR Code** accompanied by CTA on the TV screen during the show
  - **Ask the host** of the show to **remind people** about the app during the show
  - **Graphic insert on TV** of the Live Results from the app in real time
- **Advertisers will be open** to increase their budgets for **innovative projects** that deliver great results



# The Voice of Romania

## Future steps

- **Continuing and improving** the use of the Second Screen Apps in all big shows on Pro TV
- **Finding new ways** of bringing the online audience on TV and vice versa
- **Social TV** – a new and innovating marketing tool that brings users' Tweets and Facebook comments on the TV Screen using a predefined hashtag



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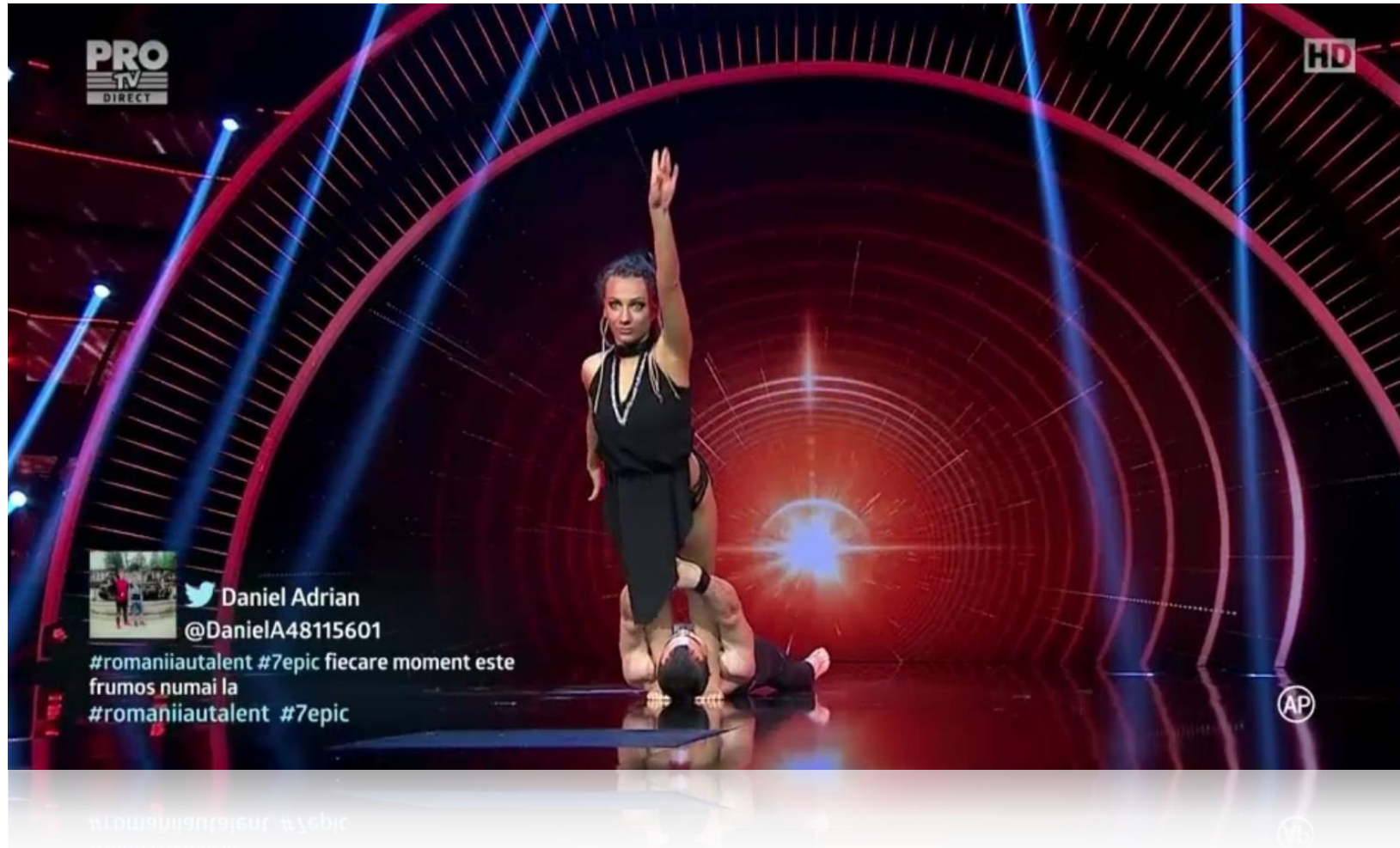
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# Romania

## Social TV on Romania's Got Talent



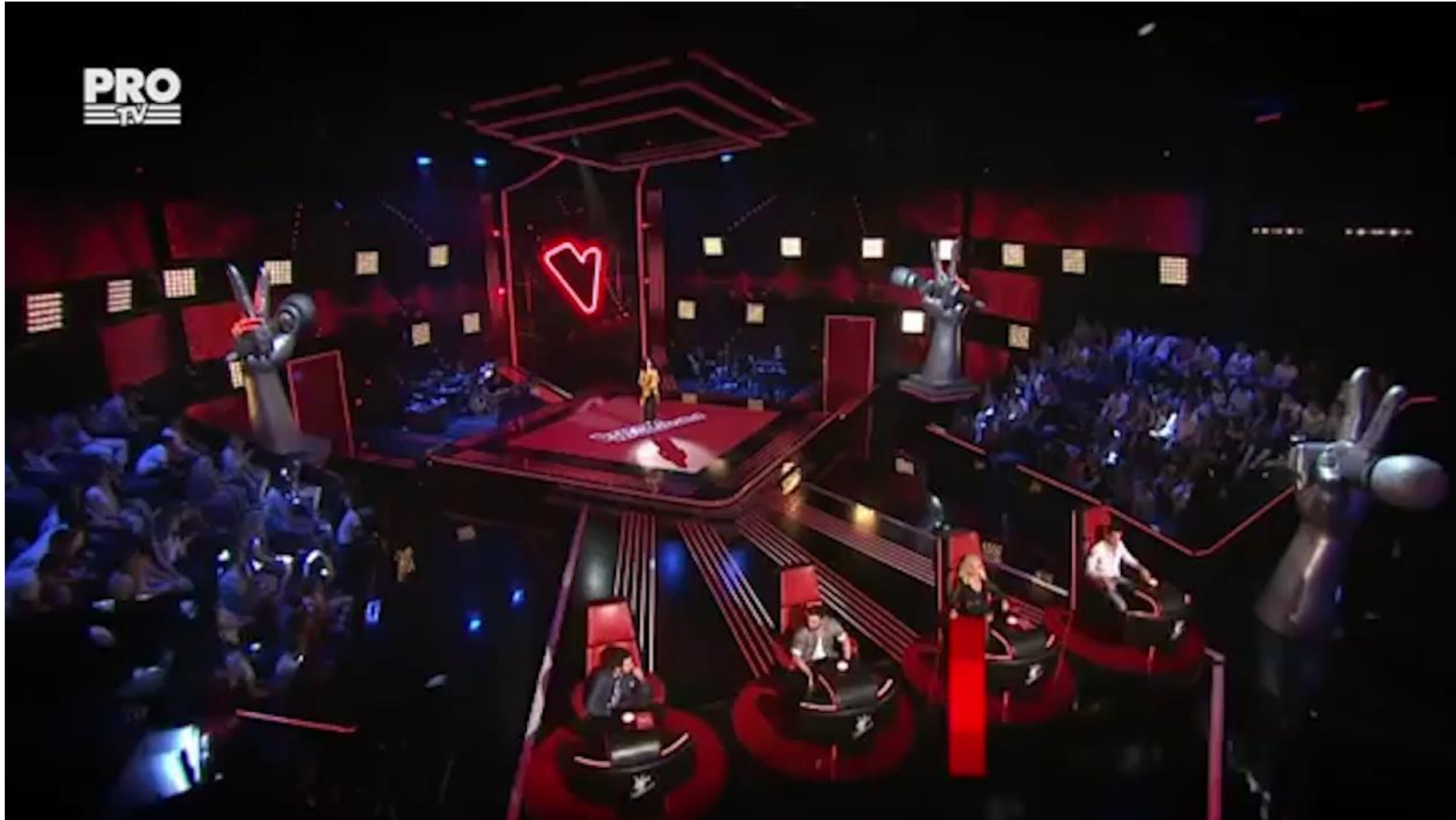
# Romania

## Cross Promotion using Social TV





Listen to the rain, the "Purple Rain"



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## THANK YOU