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O2's ground-breaking dual-screen campaign in perfect synch thanks to MediaMind and DG

The objective

Dual-screen media consumption is soaring. Watching TV while engaging online with content or friends via mobile device, iPad or laptop is becoming as natural as texting – especially for consumers of live entertainment programming like Channel 4's Million Pound Drop Live. In fact, Thinkbox estimates that 60% of UK viewers go online while watching TV at least twice a week. For mobile technology and broadband provider O2, this trend in media usage offered a clear opportunity to capture and captivate its sweet-spot audience. The question was how to utilize both media effectively and in unison.

Campaign Details

Advertiser: O2 (Telefónica UK Limited)

Product/Technology: Broadcast-synchronized Screen Takeover

They turned to the TV/Online powerhouse of MediaMind and DG for the solution, resulting in the industry's first-ever fully synchronized dual-screen ad campaign.

The execution

Thanks to a growing array of dual-screen live programming, broadcasters such as Channel 4 have paved the way for online/broadcast marketing. TV viewers of Million Pound Drop Live can simultaneously play an online version of the quiz using virtual cash to compete against friends on Facebook. O2's goal was to leverage this phenomenon to break out of the leaderboard format box and build excitement around its multi-channel Thinking of You campaign.

Here's how it worked: O2 bought the first commercial break of the MPDL broadcast, a two-minute music video fronted by British rapper Tinnie Tempah. As the show cut to the commercial break, the same ad was run via page takeover on the show's website within the online game that viewers were simultaneously playing. The video featured a one-on-one gig with an O2 member who had applied via the artist's Facebook page to be part of the music video. Viewers of the Channel 4 TV show and players of the accompanying online game were then directed to click through to YouTube to watch further content such as interview and bonus material.



Because the approach was unprecedented, there was no automated technology in place to synchronize the two experiences, but MediaMind was able to rapidly develop a manual system to make the campaign possible for this advertiser.

The results

This breakthrough approach to branding generated equally breakthrough metrics for O2. An estimated 189,000 viewers played the online game during a single show, representing 8.6% of the show's total audience.

17.4% watched the full four-minute video

2.34% CTR

Channel 4 conducted a survey of 600 viewers who had interacted with both the TV and online ads and reported a 10% higher purchase consideration than those who viewed the TV ad alone.

“ People playing at home are on the edge of their seats and are massively engaged with the show. The dual-screening phenomenon is good for brands advertising around the show because players tend to stick with the channel during breaks rather than switching to alternative programs. ”

Mr. Jody Smith |

Multi-platform commissioner for entertainment and comedy at Channel 4

Just the beginning

For this campaign, MediaMind was able to create and deploy a manually synchronized solution that made the dual-screen experience seamless for viewers. And thanks to the unique capabilities and complementary technologies of MediaMind and DG, a fully automated solution is set for launch.

Based on Automated Content Recognition technology, this first-of-its-kind service will allow MediaMind ad servers to detect content 'fingerprints' within DG broadcast assets to trigger and map corresponding online content in real time – enabling perfect synchrony and coordination of dual-screen campaigns on a massive scale.



“ Running a campaign on a dual-screen show like The Million Pound Drop ensured us a captive audience. ”

Liz Ward | Marketing Manager at O2

