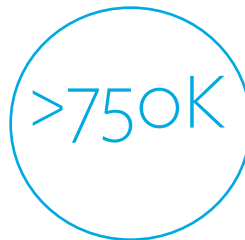
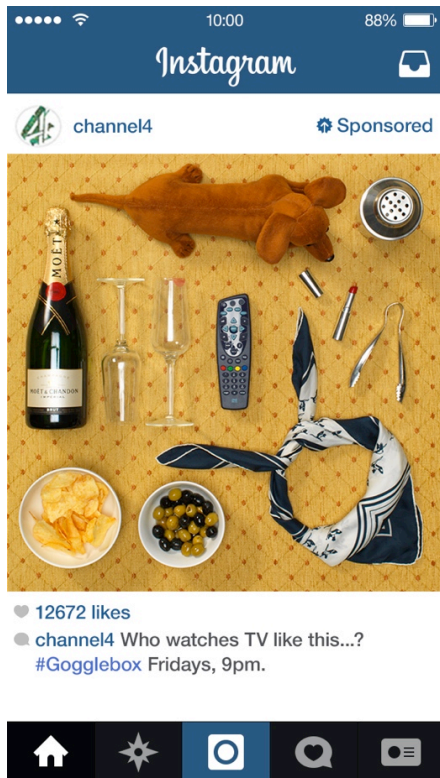




The Changing Channel

Channel 4 demonstrated its commitment to innovation with a visually striking Instagram campaign that drove awareness for the new season of its groundbreaking show, Gogglebox.



18- to 34-year-olds reached on Instagram



lift in ad recall



lift in brand association

STORY

Reputation for innovation

Over the past three decades, Channel 4 has won acclaim for its originality. Gogglebox is the latest example of the channel's innovative programming – an enthralling fusion of entertainment and social commentary that allows viewers to peer into the living rooms of real people as they watch television.

GOAL

Reaching millennials

Channel 4 wanted to promote Gogglebox among males and females aged 16-34 on Instagram. The campaign ran from October 24 - November 14, 2014.

SOLUTION

Character-driven creativity

Since each episode of Gogglebox is only filmed a week before broadcast, Channel 4 couldn't rely on its usual strategy of teasing content from the show. Instead, it developed an Instagram campaign that used beautiful images to celebrate the personality of the show's stars. Each photo revealed different household items that might accompany a night in front of the TV, and the channel's target audience on Instagram was encouraged to guess which Gogglebox character they represented.

Using photography to evoke the eclectic personalities of the show proved highly effective. Instagram enabled Channel 4 to reach over 750K 18- to 34-year-olds through accounts linked to a Facebook ID. The result was a 19-point lift in ad recall, while the campaign also strengthened Gogglebox's association with the Channel 4 brand by 7 points.

“ We're always interested in experimenting and innovating in the social space. On Instagram, there's the opportunity to try a new platform and to test new ideas. Besides that, it's obviously a great platform to engage the younger audience.

Rosalind Godber,
Group Marketing Manager,
Channel 4

