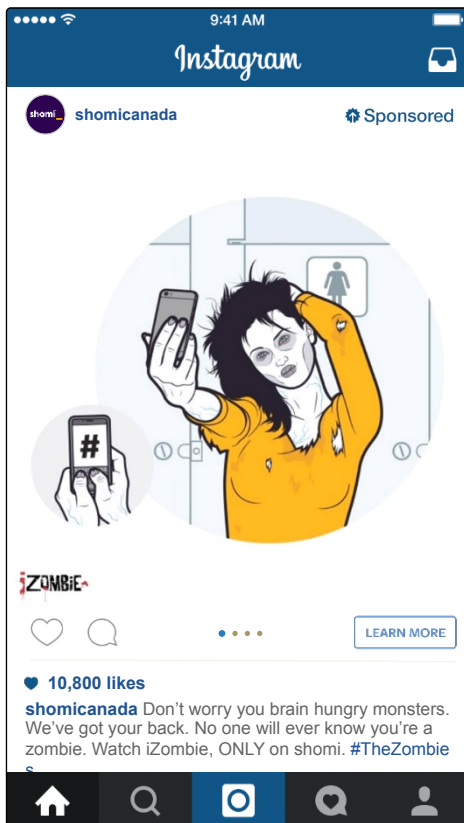


shomi™

Putting on a show

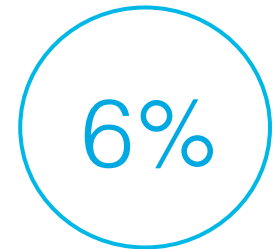
shomi, Canada's new video streaming service, used custom illustrations in a series of lighthearted Instagram video and carousel ads to promote its zombie program exclusive to their channel. The campaign increased new viewer association between the program and the emergent brand.



lift in ad recall



lift in message association



CTR for carousel ads (swipe-to-click button)

STORY

Bringing back the magic

A new player in the streaming market, shomi appeals to Canadians who love great content. Featuring hot new shows and cinema favorites in a retro video store format, shomi unites the latest technology with an old-fashioned human element to put the magic back into home entertainment.

GOAL

Driving brand recognition

shomi used this Instagram campaign to build awareness and drive strong message association between their brand and *iZombie*—a new, high-impact program with a younger 18-34 year old Canadian audience.

SOLUTION

Chasing a younger audience

Networks typically use stills and clips to promote new programs, but shomi wanted to visually inspire its audience in a different way. Its carousel and video ad creative combined mock social media graphics with playful copy to attract the attention of the desired demographic.

The two carousel ads – each with four custom illustrations – featured tongue-in-cheek captions and linked out to the landing page for the show. For all who swiped left, the *Learn More* call-to-action resulted in a six percent click through rate, far exceeding the anticipated benchmark.

Running for just under four weeks, the two carousel ads and one video ad campaign reached a total of 1.56M Canadians at an average frequency of three times per person. The video proved to be particularly engaging—generating a unique view rate of more than 32%.

Thanks to the reach of this Instagram campaign, shomi significantly boosted brand recognition and amplified the perception of *iZombie* among the target audience of young Canadians with a 17pt lift in ad recall and a 3pt lift in message association.

“ *Launching a product in a market with established competition is challenging, and Instagram allows us to reach our current and prospective customers in a very visual and engaging way, supporting top-of-mind awareness as well as awareness for shomi shows relevant to the Instagram users we're hoping to reach, positively impacting key metrics like message association and ad recall.* ”

Rita Ferrari
Senior Director/Head of Marketing
& Communications
shomi