

ORGANIC SOCIAL · LAUNCH IMPACT

A TV launch became **audience participation** within hours of premiere.

FIRST 72 HOURS · APR 7 PREMIERE

INSTAGRAM IMPRESSIONS

3.5 x

Increase in IG impressions

CROSS-PLATFORM GROWTH

900 %+

Growth across social platforms

WEB TRAFFIC · LAUNCH DAY

1,900 %+

Lift in website traffic on launch day

MONTH 1 · APR 1-26

~130K organic impressions

5,500+ engagements

200+ posts across platforms

Instagram engagement ~6%

CREATORS · UNPROMPTED

Independent creators posting **within 12 hrs** of premiere

Featuring brand-integrated products from the show

No direction or prompting

Top creator post reached ~14,000 viewers

CREATOR POST

MULTIPLE CREATOR POSTS
IN THE FIRST 72 HRS



CROSS-PLATFORM FLOW



On-air QR codes
TV → SOCIAL → WEB

- ↳ IG · TIKTOK · FB · YT
- ↳ CONSISTENT CONTENT, ALL PLATFORMS
- ↳ SPIKES AROUND **PREMIERE WINDOWS**
- ↳ ACTIVITY ACROSS **MULTIPLE COUNTRIES**

Outcome · A fully organic social campaign that turned a TV launch into real audience participation within hours of premiere.