

Lifetime “The Witches of East End”

Problem

How does a network excite audiences about a new series?

Solution

Use OOH formats to create opportunities for consumer engagement with the show’s subject matter.

Background

In a competitive landscape of supernatural-themed programming featuring vampires, zombies, and werewolves, Lifetime saw an opportunity to capitalize on a similarly themed niche: witches. Stemming from the previous success in the scripted drama category, Lifetime greenlit “Witches of East End.” based on Melissa de la Cruz’s New York Times best-selling novel. The series centers on the Beauchamp family, where two sisters discover they are witches with ancient magical powers. With the help of their mother and aunt, they learn how to cultivate their craft and work together to defeat unearthly enemies seeking revenge on their family, while keeping their abilities a secret from the town. The tone of the series embodies the new direction of the brand and everything the network is looking to be – fresh, exciting, bold and original with attitude.



The media campaign needed to reflect the network’s focus on programming inclusive of bigger stars, bolder characters, and thought-provoking themes and stories. A major challenge would be standing out against established shows with similar themes.

Objective

The planning agency was tasked with creating an OOH campaign that would deliver on three core objectives: create noise, elevate awareness and consumer perception among the core 18-49 demographic, and grab the attention of the Industry.

To achieve these objectives, the team sought opportunities to generate mass appeal for the new series and resonate with very specific audiences: New York & Los Angeles. As the top two Nielsen rated markets, they are key in driving national ratings and ideal for garnering industry attention. The team also wanted to incorporate an interactive element that capitalized on main elements of the key art from each of the two campaign phases – the green eye (teaser phase) and fire (tune-in phase). The vision for the experience itself was to provide an opportunity for consumers to connect with the programming/brand on a deeper level and experience the magic for themselves. On the heels of the network’s rebrand, it was pivotal the OOH media plan exemplify the new direction of the brand and reinforce Lifetime as a destination for scripted dramas.

Strategy

The media agency and Lifetime developed a multifaceted campaign that included a national cinema presence with a layer of traditional media in New York & Los Angeles. The media plan included an interactive element in Manhattan’s Columbus Circle Subway Station to help build buzz and create excitement around the show’s series premiere.

Launching a tease campaign in August gave Lifetime the ability to spark consumer interest. The creative emphasized the focal point of the teaser key art – the green eye – through the use of a special phosphorescent print process on backlit media formats. An increased footprint and additional high impact placements amplified the campaign presence for the tune-in phase. These premium placements provided a showcase for the show’s lead talents.



The interactive station domination in the Columbus Circle Subway Station transformed commuters’ reality into something a little more magical. The installation had two strategically placed 3’ x 3’ video walls, with one screen dedicated to original content from the show and the second screen housing the interactive piece, mirroring the key art from each phase.

The interactive screen used gesture technology, with messaging that prompted consumer engagement. As a person passed, they were followed by a fluorescent green eye. Once a person engaged with the screen, the iris would open up allowing consumers to see the world from the eye’s perspective: the forest from “Witches of East End.” The consumer would be prompted to move their arms up and down to create their own magic, lighting the forest on fire. The same gesture technology recognized the arm movement and showed flames wherever the consumer’s arms dictated. Once the entire forest was immersed in flames, the fire gave way to an explosion revealing the Lifetime logo.

Plan Details

Markets: New York, Los Angeles, national cinema buy

Flight Dates/OOH Formats:

- National Cinema – On-Screen & Lobby media
- Flight: September – October 2013
- :30-2:20 in theater video, :30-ad spot, lobby posters in top three markets

Tease Phase – August - September 2013

- New York: (144) vertical phone kiosks, (6) horizontal phone kiosks, (4) NY Newsstands
- Los Angeles: (1) Sunset bulletin, (3) entertainment bulletins, (1) Hollywood wallscape (on Madame Tussauds), (126) studio/entertainment targeted transit shelters



Tune-In Phase – September - October 2013

- New York: (195) vertical phone kiosks, (6) horizontal phone kiosks, (4) NY Newsstands, (1) Houston St. bulletin
 - Columbus Circle domination: floor to ceiling corridor wraps, (19) Glass Panel Windows, (13) Glass Doors, (2) 3’ x 3’ video walls
- Los Angeles: (2) Sunset bulletins, (3) entertainment bulletins, (1) Hollywood wallscape (on Madame Tussauds), (126) studio/entertainment targeted transit shelters

Results

As one of Lifetime’s youngest skewing scripted series, “Witches of East End” averaged 3.0 million Total Viewers, 1.7 million Adults 25-54 and Adults 18-49 viewers, and 1.3 million Women 18-49 and Women 25-54 viewers on a Live+7 basis in its first season, propelling Lifetime to be the number one cable network in the Sunday 10-11pm hour with Women 18+, Women 25-54 and Women 18-49.

Lifetime renewed and premiered the second season on July 6, 2014.

“The concept of Witches have been done before. At first glance, Witches and Lifetime are an unexpected combination. The goal was to find a way to launch a new series with a fully integrated campaign and set the foundation for an iconic and provocative campaign that connects, inspires and accelerates tune in. A secondary goal was to start redefining the Lifetime Brand through our print campaigns. What we created was a provocative, long lead campaign with arresting and attention grabbing executions that not only appealed to supernatural fans, but included our target audience.” - Aaron Day, Sr. Creative Director, Print

http://www.mediabistro.com/agencyspy/pearl-media-attempts-to-spook-subway-riders-at-columbus-circle-for-witches-of-east-end_b54340

<http://www.medialifemagazine.com/ad-moves-move/>

