

# Case Study



## Discovery Networks turns to Microsoft Advertising to reel in a big audience for Deadliest Catch Season 5

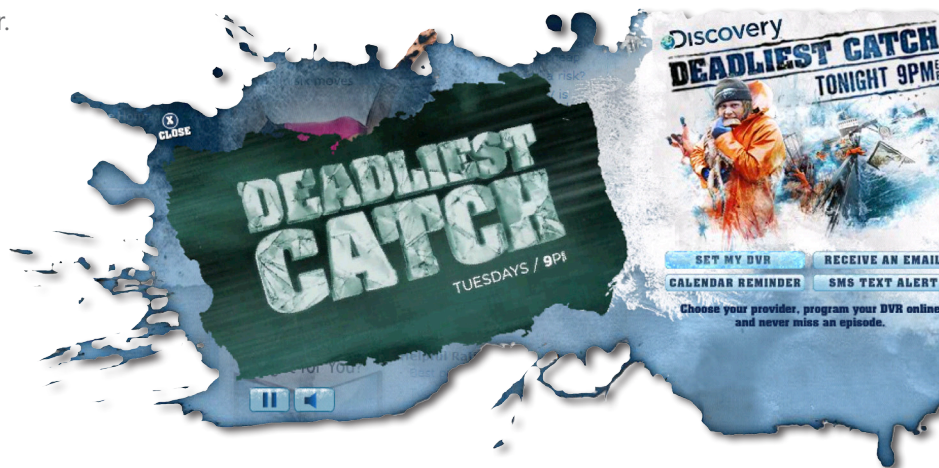
*To build buzz for the Season 5 premiere, Discovery wanted their audience to experience the excitement of Deadliest Catch.*

Since 2005, Deadliest Catch has been one of Discovery Channel's highest-rated programs. In January 2009, Discovery was gearing up for the April premiere of Season 5, and had one goal in mind: make the Deadliest Catch Season 5 premiere the most anticipated television event of the year.

Through an online campaign to promote the premiere, Discovery sought to reach a thrill-seeking audience who enjoyed entertainment that got their adrenaline pumping through high-risk scenarios. Their target audience was 60 percent male, 40 percent female, ranging in age from 25-54. Discovery wanted to reach this audience over the course of a four-day campaign where they could showcase the Deadliest Catch premiere through highly-engaging, breakthrough media executions.

Over the course of the campaign, Discovery was willing to invest in order to own the media experiences of the target audience, and inspire this risk-loving group to tune-in for the premiere. Discovery also sought ways to incorporate features within the campaign and creative that made it easy for the audience to remember to tune in.

Interactive rich media creative enabled viewers to watch the trailer, set their DVRs, and sign up for text message and calendar alerts to remind them to tune-in.



### About Deadliest Catch

Each year, hundreds of fishermen converge on Dutch Harbor, Alaska, for the beginning of the Alaskan king crab season. While at sea, they face nearly 24-hour shifts for days at a time, in less than optimal conditions: 40-foot waves, 80-mph winds, subfreezing weather and 700-pound crab pots slamming against the deck. But the payoff can be huge: crab pots in the right place at the right time can be gold for the captains... on the other hand, the prized catch can elude the crew, sending them home with just enough to cover operating expenses. Whatever the take, the men and their families will feel the effects for the rest of the year.



*"Microsoft Advertising got it right on the first try... they have the audience reach, resources and original content at their fingertips to create killer ad campaigns that have the potential to drive buzz and excitement, which is exactly what we were looking for..."*

– Danelle Sabathier, Director, Digital Media Marketing,  
Discovery Networks

*The Microsoft Advertising solution delivered the Deadliest Catch experience to the right audience in the right environments.*

In response to Discovery's goals, Microsoft Advertising developed a **highly-interactive, groundbreaking solution** that delivered the **precise audience** that Discovery sought – and **across a breadth of engaging experiences on three screens: the PC, TV, and mobile phone.**

Discovery's goal was to *own* the media experiences of their target audience over the course of the four-day campaign. By partnering with Microsoft, Discovery was able to reach this target audience across their media experiences, everywhere they went, at every time of day.

### Delivering the right audience in the right environments

Discovery knew just who would be most likely to tune into Deadliest Catch. And many of them also regularly "tune into" Microsoft Media Brands, which reach nearly 68% of online adults ages 25-54 (comScore, June 2009).

To reach the sub-segment of active, mobile adults 25 to 54, Microsoft also delivered the online content and experiential environments where this group was most likely to gather over the course of their media days: breaking news on MSNBC®; the Video, Sports and Entertainment channels on MSN®; Microsoft Mobile Media; gaming powerhouse Xbox®; and a vast network of other gaming experiences accessible to advertisers through Massive®.

In addition to delivering the right audience by extending the campaign across the most relevant content channels, layering in age targeting further ensured that the Deadliest Catch campaign was tailored precisely to Discovery Networks' needs.

## Delivering the Deadliest Catch experience

Rich media enabled Discovery Networks to achieve two key marketing goals: inserting the Deadliest Catch experience into the online experiences of their thrill-seeking audience, and providing that audience with tools to remember to tune-in. First, the Deadliest Catch experience was recreated across Microsoft Media Brands through standard ad units that splashed water across the page or expanded to reveal flocks of seagulls flying around the page's content, "transporting" the viewer to the Bering Sea for a few moments. Second, rich media units provided consumers with tools to help them schedule and remember to tune into the premiere episode. Banner units expanded to reveal a video player that rolled the premiere trailer and enabled the viewer to:

- register his mobile phone number to receive SMS text alerts about the premiere
- sign up to receive e-mail notifications about the show
- set calendar reminders in Microsoft® Office Outlook® or iCal®
- and even remotely program his DVR to record the show

These compelling rich media executions created a surprising, immersive experience that *recreated Deadliest Catch in an unexpected place: within the consumer's media session of choice.*

## Building a bold campaign

Concentrated over the course of four days leading up to the premiere, **the Deadliest Catch Season 5 premiere became the first campaign to employ a three-screen homepage takeover**, including takeovers of the **MSN home page**, the **MSN Mobile home page**, and **Xbox Live®**.

*A "Wow" digital media experience delivered across multiple screens yields record-breaking tune-in and outstanding consumer engagement.*

Discovery Networks sought a breakthrough campaign that delivered a "wow" experience that would build excitement and ultimately drive their audience to tune-in for the Deadliest Catch Season 5 premiere.

The integrated campaign developed by Microsoft Advertising helped Discovery achieve this goal: watched by more than 6.2 million people (P2+cume, 2009), the premiere was the series highest-rated episode up to that time.

### Deadliest Catch was the sole message across Microsoft Media Brands' online, in-game, and mobile advertising

#### Online

- A takeover of the MSN home page, which reaches over 20 million people each day.
- In the first-ever large-scale takeover of any channel, Discovery took over 90-100% of the inventory across MSNBC, Fox Sports, and Windows Live Hotmail.
- Takeovers of the entertainment and sports channels on MSN Video – effectively reaching 40% of the MSN Video Audience
- A Deadliest Catch transitional skin across the MSNBC video player
- MSN Video entertainment and sports channels – effectively reaching 40% of the MSN Video audience. In addition, Discovery became the first advertiser in the entertainment category to employ an MSNBC transitional skin as part of their campaign.

#### In-game

- Deadliest Catch Season 5 was featured in the "Inside Xbox" section of Xbox Live, where users could download and view the series' trailers.
- Discovery targeted high-adrenaline games on the Massive gaming network during peak gaming day-parts, reaching gamers as they played Shaun White Snowboarding®, Skate 2®, Madden 09®, Mercenaries 2®, Need for Speed Undercover®, NHL 09®, and Rainbow Six Las Vegas®.

#### Mobile

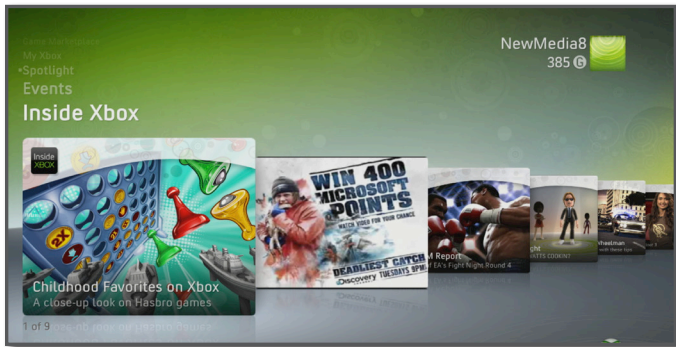
- MSN Mobile users who clicked on the Deadliest Catch ad were delivered to a campaign WAP site developed by Microsoft, where they could sign up for text reminders and enter a sweepstakes for Microsoft Points®.

### Deadliest Catch was the first campaign to employ a three-screen home page takeover





Over 390,000 people downloaded the Deadliest Catch trailer featured on Xbox Live



25,000 tune-in opt-in interactions (DVR, SMS, e-mail, calendar). More than 22 articles were written or re-posted about the campaign in the press, including stories distributed by Bloomberg, Reuters which appeared on WSJ.com, LATimes.com, and Forbes.com.

### About Microsoft Advertising

Microsoft Advertising provides advertisers and publishers with media, tools and services to drive deep and profitable engagement with their audiences. This includes a global media network of all of Microsoft's digital advertising businesses: MSN, Windows Live™, Office Live, Xbox LIVE, Bing™ and more; Microsoft Advertiser and Publisher Suites, which simplify planning and management of campaigns and content; and a range of services that help advertisers and publishers untangle the complexities of digital media and get more out of their marketing and content investments. Microsoft Advertising makes buying and selling media simple, smart and cost-effective across media and devices in the Microsoft network of properties and beyond.

Visit <http://advertising.microsoft.com> for more information.

But beyond Gross-Rating-Points numbers, the scale of the campaign, coupled with the way that technology and content were used to creatively engage consumers, generated unprecedented consumer engagement and buzz. Click-through rates on every standard ad unit that was a part of the campaign outperformed – often by more than double the response rate – versus same-category campaigns that also employed rich media using the same ad units. The integrated campaign drove more than 4 million interactions, including 4.2 million MSN TV custom content page views; over 390,000 downloads of the Season 5 trailer from Xbox Live; and more than

### Skate 2 Massive in-game advertising

